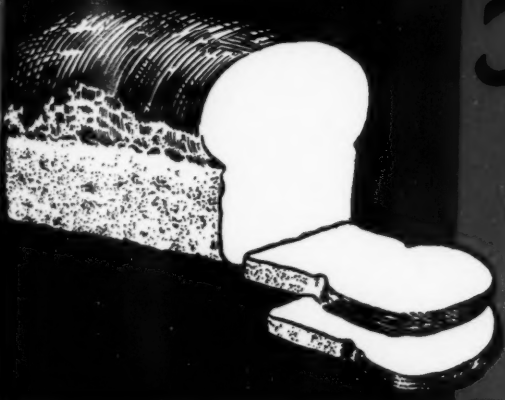


*The American*

# BAKER

PUBLISHED FOR THE BAKERS OF AMERICA



Volume 20  
Number 6

JUNE, 1952

25c. a copy  
\$2 a year



# Look what happens in your shop...

when you put International's full  
line of "Bakery-Proved" Flours to  
work for you

"You'll be downright amazed," says Mr. I, the International man, "when you discover for yourself what a big difference International's 'Bakery-Proved' Flours can make in your shop."

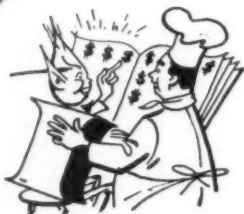
"Hundreds of profit-minded bakers are fast realizing that International's 'Bakery-Proved' Flours mean unvarying production results. And no wonder, because International Flours mean baked goods with steady, day-in and day-out uniformity . . . production schedules that keep running without a hitch."

"Whatever your particular shop requirements, there's an International 'Bakery-Proved' Flour that measures up. Specify International and assure yourself of worry-free, profit-plus baking."



#### UNIFORMLY BETTER QUALITY PRODUCTS

Mr. I says, "Assure yourself of a consistently uniform product. International's Flours are milled to give you uniform results every day of the year."



#### LOOK! NO RED INK!

"In hundreds of shops International's 'Bakery-Proved' Flours lower production costs . . . eliminate waste, overtime and costly delays. *Performance* makes the difference."



#### MORE FREE TIME

And, for you personally . . . uniformity means fewer production headaches and time to enjoy outside activities. There's no worrying about uneven performance when Mr. I is on the job."

FIND OUT  
FOR YOURSELF...  
SPECIFY  
INTERNATIONAL



WE'RE INTERESTED IN YOUR PARTICULAR NEEDS! Yes, won't you let us help you to more profitable, uniform baking? Simply fill out and clip coupon today.

## International

MILLING COMPANY

GENERAL OFFICES: MINNEAPOLIS 1, MINNESOTA



INTERNATIONAL MILLING COMPANY  
MINNEAPOLIS 1, MINNESOTA

Show me how International "Bakery-Proved" Flours can give me uniform, dependable production results.

Name

Street

City and State



# MAKE FINE CAKES EASILY AND PROFITABLY

WITH

## Pillsbury Bakery Cake Mixes



### THESE QUALITY MIXES HELP YOU IN ALL THESE WAYS:

**TIME SAVING:** Preparation of cake batter is speeded up because flour, eggs, shortening, sugar, milk flavoring, etc., are all in the mix, ready-blended.

**EFFICIENT USE OF HELP:** With less time used up on scaling and blending, experienced help can devote more time to operations where skill is most needed.

**COST CONTROL:** Instead of having to buy many separate ingredients at fluctuating prices, you buy a ready-prepared mix of *known yield* at *known cost*.

**QUALITY CONTROL:** You get exceptionally *fine* cakes because Pillsbury mixes are made from choice ingredients and outstanding formulas. Uniformity is assured because Pillsbury rigidly tests all ingredients and each run of mix.

**VERSATILITY:** These mixes are equally suitable for layer, sheet, and cupcakes, and give full scope for individuality in fillings, icings, decorations, etc.

**REDUCTION OF WASTE:** Using precision-blended mixes eliminates costly errors as well as the normal loss involved in measuring and combining many separate ingredients.

*Your Pillsbury salesman or jobber will be glad to give you actual figures on yield and cost per serving.*

### JUDGE PILLSBURY BAKERY CAKE MIXES FOR YOURSELF ... UNDER OUR MONEY-BACK GUARANTEE!

You're invited to place a trial order with the understanding that it won't cost you a cent unless you are completely satisfied with the performance of the mix and the quality of the cakes. Why not make the trial right away?

## PILLSBURY BAKERY CAKE MIXES

WHITE • LEMON GOLD • CHOCOLATE  
SPICE • GINGERBREAD

PILLSBURY MILLS, Inc. General Offices: Minneapolis 2, Minnesota



**1** Here are ALL your ingredients—just a Pillsbury Bakery Cake Mix and water.



**2** Scale the mix. (You don't even have to do that if you use a 5 lb. bag at one time.)

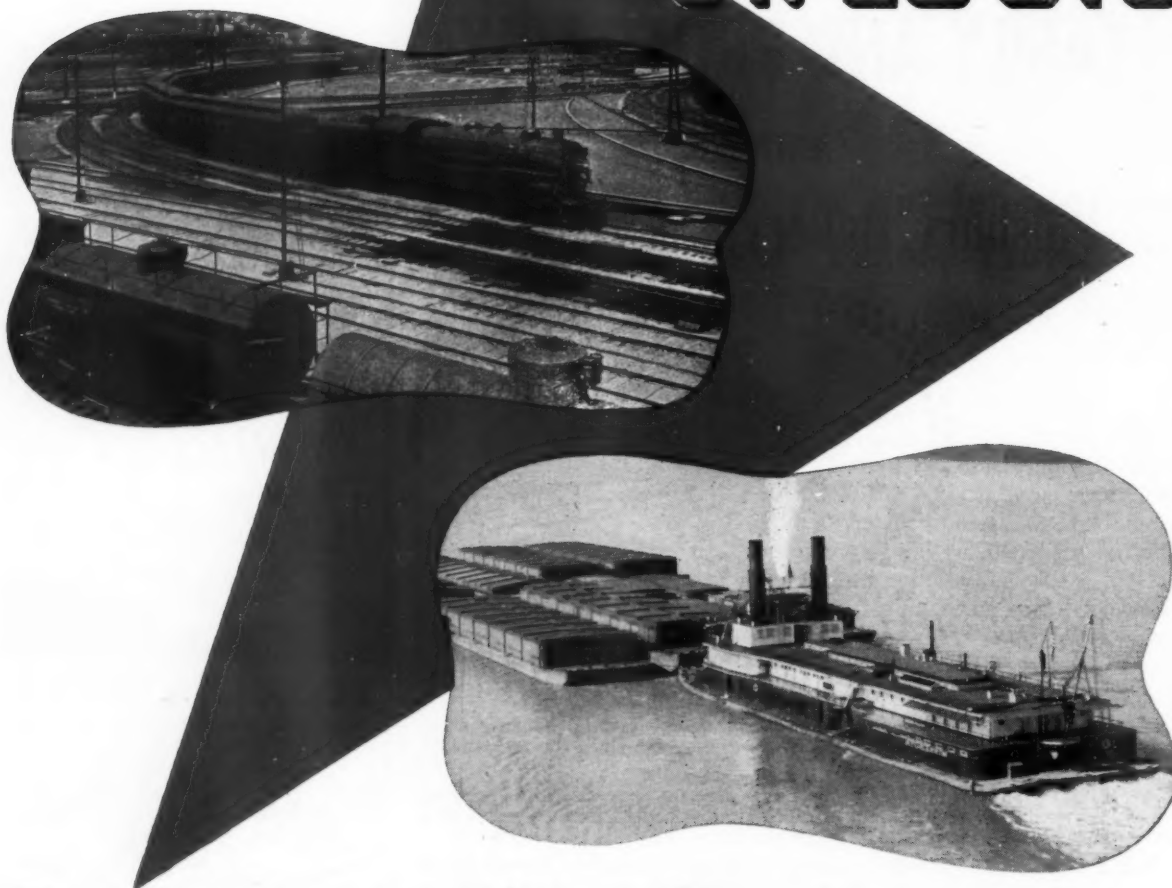


**3** Add water according to directions and mix, either by hand or by machine.



**4** Batter is now ready for pans. (Make layers, sheet cake or cupcakes from same batter.)

# ST. LOUIS



## Transportation Center...

- Served by 24 great wheat carrying railroads, St. Louis is the second largest railroad center in the United States!
- 21 trunk lines — 118,501 miles of railroad — 47¼% of total miles of railroad in the United States!
- Hub of the inland waterways system handling upwards of 6,000,000 cargo tons annually!
- Direct through service to most points!
- Combine this with Valier's service!
- All the flours you use, in one car, in any assortment!



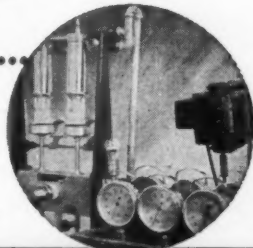
In producing SAPPHIRE, GOLD CROSS, JUDITH and DAKOTANA we have the ability and the wheat to mill flour with wide variations in protein and ash

your individual specifications  
can be met by our technicians

Our experience in the handling of the particular high protein content hard wheat typical of the grain available to us through the advantage of our milling locales, is reflected in the flour we produce.

You can specify a quality hard wheat flour with a protein from a low range to as high as 15 protein. You may, also, specify ash as low as .38 to as high as .46.

It is an exacting and scientific process, controlled by one of the finest modern milling laboratories in the industry. The result is uniformity of the highest degree in flour of the finest quality.



Write, wire or phone  
our nearest representative  
or contact us direct

MONTANA FLOUR MILLS CO.  
General Offices: Great Falls, Montana  
Please have your representative call and give me  
complete information about milling flour to my indi-  
vidual specifications.

MONTANA FLOUR MILLS COMPANY

GENERAL OFFICES: GREAT FALLS, MONT. EASTERN OFFICE: 1635 MERWIN ST. CLEVELAND, O.

# LA GRANGE FLOURS

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend on  
LA GRANGE FLOURS

**LA GRANGE MILLS**  
Red Wing, Minnesota

## The American Baker

Published Monthly for the Bakers of America by

THE MILLER PUBLISHING CO.

(Executive, Editorial and Publication Offices at 118 So. 6th St.,  
Minneapolis 2, Minn. Telephone Main 0575)

**H. J. PATTRIDGE**, President and Treasurer  
**CARROLL K. MICHENER**, Vice President  
**WAYNE G. MARTIN, JR.**, Vice President  
**HARVEY E. YANTIS**, Secretary  
**THOMAS A. GRIFFIN**, Business Manager  
**WILFRED E. LINGREN**, Advertising Sales Executive  
**EDWIN J. HARTWICK**, Circulation Manager  
**JAMES G. PATTRIDGE**, Assistant Treasurer  
**CARL R. VETTER**, Advertising Production Manager

### EDITORIAL STAFF

**WILFRED E. LINGREN**, Editor-in-Chief  
**CARROLL K. MICHENER**, Executive Editor  
**MILTON B. KIHLSSTRUM**, Managing Editor  
**FRANK W. COOLEY, JR.**, Editor  
**HARVEY E. YANTIS**, Associate Editor  
**MARTIN E. NEWELL**, Associate Editor  
**PAUL L. DITTEMORE**, Associate Editor  
**ROGER BERGLUND**, News Editor  
**DONALD NETH**, Assistant Editor  
**GEORGE L. GATES**, Market Editor

### TECHNICAL STAFF

**A. J. VANDER VOORT**, Technical Editor  
**GEORGE J. EMRICH**, Contributing Editor

### EASTERN STATES OFFICE

(114 E. 40th St., New York 16, N.Y. Tel. Murray Hill 3-3768)  
**WAYNE G. MARTIN, JR.**, Manager  
**GEORGE W. POTTS**, Assistant Manager

### SOUTHWESTERN OFFICE

(614 Board of Trade Bldg., Kansas City 6, Mo. Tel. Victor 1350)  
**MARTIN E. NEWELL**, Manager  
**JAMES W. MILLER**, Business and Editorial Assistant

### CENTRAL STATES OFFICE

(2272 Board of Trade Bldg., 141 W. Jackson Blvd., Chicago 4, Ill.  
Telephone Harrison 7-6782)  
**DON E. ROGERS**, Manager  
**HENRY S. FRENCH**, Business and Editorial Assistant

### CANADIAN AND EUROPEAN OFFICE

(901 Lumsden Bldg., Toronto 1, Ont. Telephone Empire 4-5654)  
**GEORGE E. SWARBRECK**, Manager

### WASHINGTON OFFICE

(604 Hibbs Bldg., Washington, D.C. Telephone Republic 8534)  
**JOHN CIPPERLY**, Special Correspondent

### CORRESPONDENTS THROUGHOUT THE WORLD

**SUBSCRIPTION RATES:** One year \$2, two years \$3, in U.S. or U.S. Possessions, Canada and Pan-America. Add \$1.50 a year for postage to other countries. Single copy 25¢. Entered as Second Class Matter at the Minneapolis Post Office. Change of Address—Readers are urged to give prompt notice and to anticipate change in near future by two weeks' advance notice. Ask postman for form 22-S to advise of this change.

**CABLE ADDRESS:** "Palmking," Minneapolis, New York, Chicago, Kansas City and Toronto.

**TELETYPE CALL NUMBERS:** Minneapolis, MP 179; Kansas City, KC 295; Chicago, CG 340; New York, NY 1-2452; Washington, D.C., WA 82.

### ASSOCIATED PUBLICATIONS:

The Northwestern Miller • Feedstuffs • Milling Production



You can save money,  
Mr. Baker. It's as  
simple as 1-2-3 . . .

1. Buy your flour in  
Bemis Cotton Bags.



Bemis is a major  
source of bags for bak-  
ery flour.

2. Clean the emptied  
bags.



It's easy to make ar-  
rangements for this.

3. Sell the bags for  
home uses.



Women jump at the  
bargain...good fabric  
at  $\frac{1}{3}$  less than store  
price.

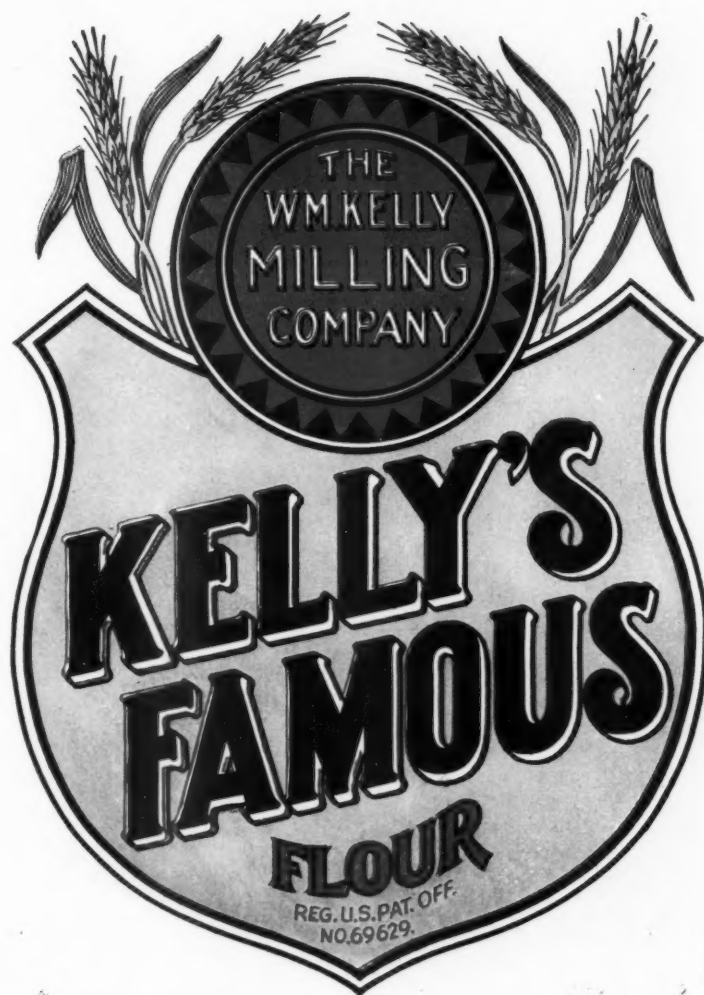
Bemis Cotton Flour Bags can usually be re-  
sold for within 4 or 5 cents of the original  
price. You can't beat that for an economical,  
efficient way to get your flour.

# Bemis



Ask your Bemis Man  
for the complete story  
about Bemis Cotton Bags  
for flour.

*BEMIS—an American enterprise in business since 1858 . . .  
employing 10,000 men and women in 45 plants, mills and sales  
offices . . . in 28 states, coast to coast.*



## Best Cared For...

It requires *extra* time and effort to make better flour. That extra care starts with wheat selection and carries right on through to the bakery door. We say KELLY'S FAMOUS is the *best cared for* flour you can find anywhere.



*Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.*

**The WILLIAM KELLY MILLING COMPANY**  
**HUTCHINSON, KANSAS**

Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.



**T**HE scientific knowledge, care and fine craftsmanship that go into building America's planes are fully matched by the excellent quality of the materials that go into these flying marvels. So it is with AMERICAN flours, too. Our milling skill and knowledge is backed by careful selection of the nation's finest hard winter wheats to assure outstanding baking performance. It pays to **BUY AMERICAN!**

Flour Capacity  
4,000 Sacks

Grain Storage  
5,000,000 Bu.

**American Flours, inc.**

G. M. ROSS, *President*

FLEMING ROSS, *Vice-President*

PAUL ROSS, *Secretary*

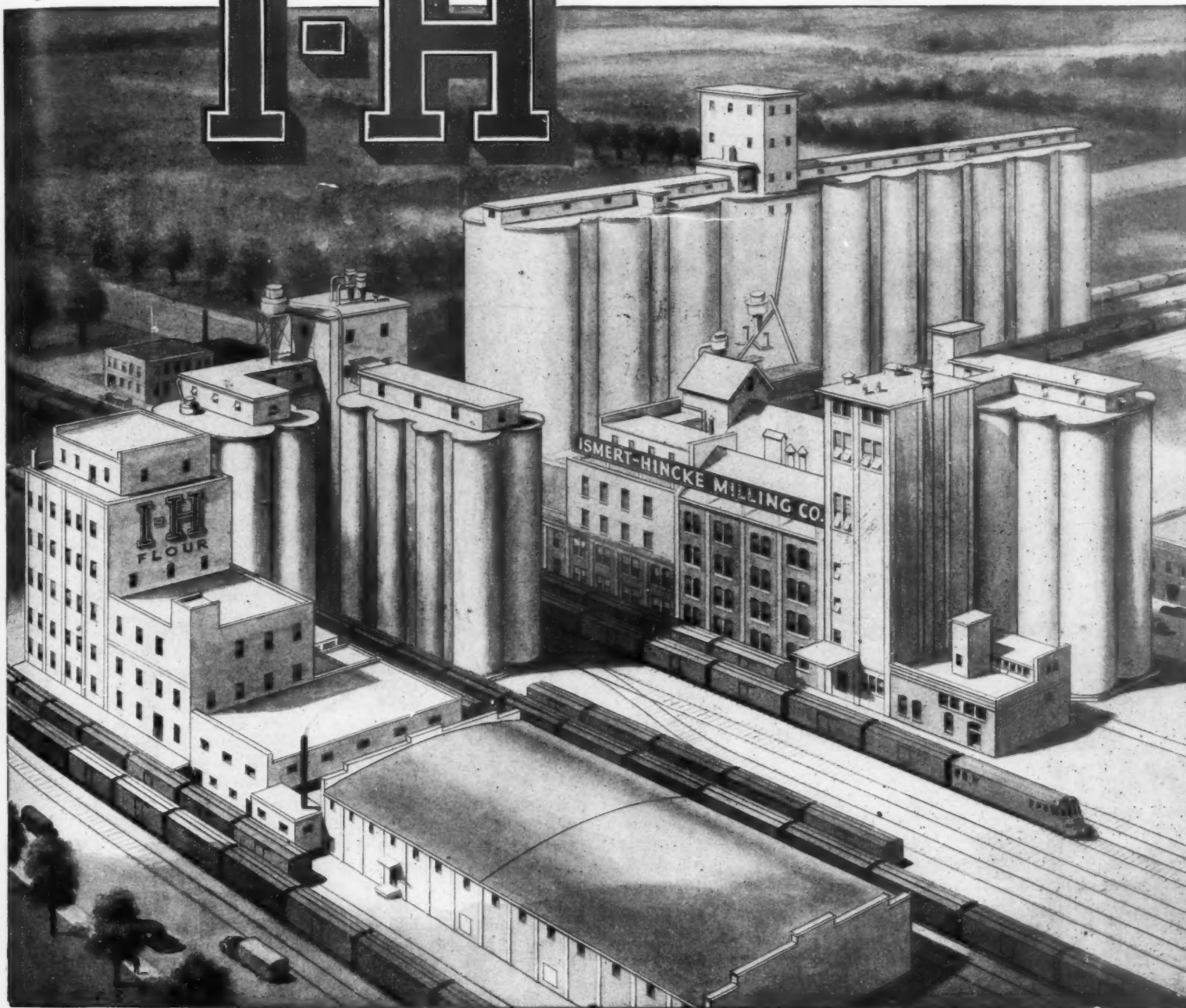
T. G. McDONALD, *Sales*

E. W. KIDDER, *Sales*

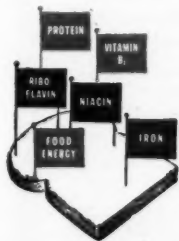
**NEWTON, KANSAS**



If it's **I-H** milled - it's "good" Flour!



MILLS AT TOPEKA, KANSAS—8,000 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



BREAD—Your Best and  
Cheapest Food

PROPER fermentation is a delicate job which makes good bread baking a difficult and risky operation. Why add to those risks by starting with anything but the very best in flour? I-H flours give the baker the kind of uniformity he can trust day after day . . . and the kind of bakery performance that means a top quality loaf.

THE ISMERT-HINCKE MILLING COMPANY  
1570 W. 29th Street KANSAS CITY, MO. L. D. 243 L. D. 27



# BILL STERN TELLS ANOTHER SPORTS STORY



• No President of the United States was a more avid fisherman than laconic Calvin Coolidge. Unlike other fishermen, he rarely spoke of his feats even when there was something to boast about. There's an amusing tale to illustrate the point.

Once he was invited by a prominent industrialist to spend a day on his vast estate and fish in a well-stocked private lake. Coolidge fished until his haul could well have been the envy of any fisherman. It was then that his host, to prove that all fishermen were really alike when it came to boasting about their catch, wagered a thousand dollars that he now could get the laconic President to open up and say more than a couple of words.

No sooner did the President enter the house with his big haul of fish, than the beaming host approached him and in a voice loud enough for all the guests to hear, said: "Mr. President, that's

a wonderful catch you've made. You must be bursting to tell us all about it, for I know all you fishermen are. As a matter of fact, Mr. President, I must confess that I've just wagered a thousand dollars that I could get you to say more than a couple of words." "YOU LOSE!" replied Calvin Coolidge and walked away to remain silent for the rest of the day and not utter another word until he left.

Perhaps the President decided to let the evidence speak for itself . . . and for him! In our business, however, much of the evidence is not in plain sight: our investment in giant mills, in vast research facilities, and in years of experience in milling the *right* flour for a certain purpose. But the evidence *is* there . . . in the performance of Commander-Larabee flours, as many, many bakers will attest. You'll help *your* baking record by putting them on your next flour order.



WHEN PERFORMANCE COUNTS . . .

## Commander-Larabee Milling Co.

GENERAL OFFICES: MINNEAPOLIS • 2 • MINNESOTA



# Editorial . . .

## The Bread Standards

THE baking industry is receiving "a good press" in connection with news stories on the federal standards of identity for breads and rolls. Plagued by attacks from faddists at the slightest provocation, the industry can count itself fortunate that the U.S. Food & Drug Administration was not held up as a guardian angel protecting the American consumer from all the chemicals, substitutes and doubtful ingredients so often reputed to be a part of commercially baked bread.

Only the adherents of the Cornell loaf raised a hullabaloo in the daily newspapers—and even here one wire service went as far as to use the bread standards themselves to explain that the Cornell bread could be sold without restriction anywhere in the nation if it was properly labeled.

Much credit for this favorable reception must go to the industry itself.

Almost in the same mail with the government news release on the new bread standards, editors throughout the country received a statement by

the American Bakers Assn. chairman, Curtiss H. Scott, stressing the cooperation the government had received from the baking industry throughout the 11 years the standards were in preparation, saying their issuance "should prove a relief to bakers everywhere."

Although Mr. Scott feels there should be a minimum of confusion in the industry resulting from the promulgation of the bread standards, several questions have cropped up since he made that statement that may cause complications—the Atlas Powder Co. has filed objections to the standards because of alleged discrimination against the firm's products, and the labeling provisions are causing headaches to the allied firms which supply the industry's bread wrappers.

The latter can be solved by inter-industry cooperation and correct interpretation of the standards; the former can damage the industry's happy position in the eyes of the nation's consumers if the question cannot be settled quickly and amicably.

## The Pesky Competition

A BREWERS JOURNAL columnist (F. P. Hankerson, who writes "Down to Earth") finds that there are wailing-wall people in all businesses. He knows of one exception, but that isn't the nation's baking industry. This is the doleful picture of industry competition as Mr. Hankerson paints it:

"In the packaging trade, with which I am most familiar, each particular industry is in a hell of a shape, dying on the vine, skating on the brink. Tin cans are driving the glass bottle boys to drink. The fiber can is making the tin can boys roll and toss. Plastic containers have the fiber can boys yelling 'Uncle.' The paper bag has left the fiber drum boys destitute. And so on, ad infinitum.

"A friend in the straight razor business claims that the safety razor has shaved him clean. A safety razor man wails that the electric razor has cut him to the bone. And my barber down the street curses both safety razors and electric razors, while I wait in line for an hour to present him with a buck, six-bits to get the meager locks removed from over my ears so I can hear his troubles.

"Large, glistening tears flow from my railroad friend, who claims the airlines have him begging for mercy. Tears of equal size flow from my airline friend, who sobs that the non-skeds have him in a tail-spin. I haven't got a Greyhound bus friend, but if I did have, I imagine that bicycles, kiddie cars, roller skates and pogo sticks are giving him fits in C sharp minor!

"My pal who owns the neighborhood movie house is down to two Cadillacs because of the television industry. My laundry friend says that the laundromats and automatic washing machines have taken him to the cleaners. And my dry cleaning friend moans that spot removers, plastic materials and a dozen other blankety-blank competitors have cooked his goose, geese or geosies.

"The co-ops and chain stores have ruined my grocer friend, and the home permanent is putting my wife's friend, the beauty shop owner, right smack out of business. My bookstore friend wails that he can't sell a \$3.50 book in competition with the 25¢ jobs. My coal dealer friend insists that oil, gas, John L. Lewis and the goddam weather have frozen all his assets.

"In fact, in the past few years, the only character I have found who admitted he isn't trudging up the hill to the poorhouse is my undertaker friend. My undertaker friend, it seems, has a pretty fair business. Nobody, to date, has succeeded in living forever, despite a damned good try by Methuselah. And as far as I know, nobody has

succeeded in digging a hole and covering himself up, particularly after he has departed this mortal coil."

The trouble with all these gloomy prophets, Mr. Hankerson concludes, is that each one thinks he is the only one who is bothered by competition. These people don't know, he says, that competition is what has made America great, and that it is the important part of free enterprise. He doesn't believe competition can put any industry out of business; it can only put a business out of industry. So:

"Tell me your own business is failing, if you must," begs Mr. Hankerson, "and I will cry in my Scotch and soda with you, and perhaps lend you a sawbuck if your story is sad enough. But don't tell me that your industry is to blame! I won't believe you, and I am very apt to hit you over the head with a handy bottle of sparkling water . . . that is, if the root beer boys don't put the sparkling water boys out of business in the meantime!"

• • •

## "Ill-Bread Humor"

Editorial in the Pittsburgh Post-Gazette, May 8:

*The local bakery strike has occasioned an epidemic of punning which, if not soon stopped, may well corrupt the good morals of this community. As a public service, the Post-Gazette herewith rounds up the worst of the puns in the sincere hope that a heavy dose may, as does the Keeley cure for some alcoholics, end the affliction. Hold the nose:*

*Some say that the bakers are rightly on strike for more dough, because what with the high cost of leaven they aren't really making what they yeast too. Others claim, with rye smile, that the bakers have had quite a raise over the years, that they loaf a lot as it is, and that they have their crust going on strike. It's hard to know who has the batter of the argument, but there's no knead for raisin a fuss because sooner or later the bread trucks will roll.*

• • •

*Taxes paid by grocery manufacturers have approached the point of confiscation, according to Paul S. Willis, president of the Grocery Manufacturers of America, Inc. Mr. Willis says that net earnings of 25 grocery manufacturers during the first six months of 1951 totaled \$132,000,000, while taxes paid by the group amounted to \$160,000,000. In other words, taxes exceeded profits by \$28,000,000. The point of "confiscation," Mr. Willis warns us, comes when taxes reach 25% of national income.*



**BREAD STANDARDS:** Standards of identity for five leading varieties of the nation's bread, based on 17,000 pages of testimony by baking experts and other authorities, have been issued by the federal security administrator. They will become effective Aug. 13 on bread shipped across state lines. Some chemical softeners are excluded from the list of permitted ingredients. A complete text of the order appears on Page 11. **Details on page 10**

**ABA GOVERNORS MEET:** During a regular meeting of the board of governors of the American Bakers Assn. in Los Angeles late last month, a 5-year survey of the economics of the baking industry was approved. A note of optimism was sounded with the report that nationwide consumption of baked foods seems to be on the up-grade. **Details on page 12**

**HEART OF AMERICA BAKERS:** Only through industry-wide unity of purpose can the baking business show progress, delegates to the Heart of America Bakers convention in Kansas City May 12-14 were told. Curtiss H. Scott, chairman of the American Bakers Assn., set the theme of the gathering when he declared that bakers should visualize their operations, not as single units, but as segments of the industry as a whole. **Details on page 13**

**FLOUR MARKET:** Expectations of lower wheat and flour prices this month continued to dominate flour buyers' thinking in early June. With a near-record winter wheat crop now being harvested, operation of the government's price support program and expectations of lower millfeed values were the chief obstacles to a sharp drop in flour quotations, according to George L. Gates, market editor of The American Baker. **Details on page 14**

**Don't Miss:** Truck leasing, an economic phenomenon of the 1930's, has advanced into a healthy industry which includes a number of bakeries among its clients, Henry S. French, staff member of The American Baker, reports in a special article in this issue. He points out that a baker using the leasing system buys wholesale miles and pays only for those he uses. **Special article on page 16**

**Next Month:** The subject of packaging with cellophane is neatly wrapped up in a special article, "Packaging Depends on the Weather," scheduled for publication in the July issue of The American Baker. The article, which will be illustrated by charts and an index of films, describes the various types of cellophane and their uses in the bakery. **See it in the July issue**

(Additional Spotlight Comment on Page 52)

## This Month . . .

Flour Market Review . . . . .	Page 14
Formulas . . . . .	Pages 20, 21
Merchandising, Advertising and Selling . . . . .	Pages 26, 27, 30, 31
Successful Selling . . . . .	Page 31
Ring the Baker's Doorbell . . . . .	Page 34
Do You Know? . . . . .	Page 38
Crusts and Crumbs . . . . .	Page 50
In the Industry Spotlight . . . . .	Pages 9, 52
Convention Calendar . . . . .	Page 59
Worth Looking Into . . . . .	Page 62
Index to Advertisers . . . . .	Page 72



# Federal Bread Standards Released

## Present Plans Call for Aug. 13 Effective Date

WASHINGTON — Standards for five leading varieties of the nation's bread have been issued by Oscar R. Ewing, federal security administrator. The standards, based on 17,000 pages of testimony by baking experts and other authorities, are issued under the Federal Food, Drug and Cosmetic Act.

The standards have the force of law and will become effective Aug. 13, 90 days after their publication in the Federal Register.

The following kinds of bread and rolls are covered by the standards:

Bread, white bread, and rolls, white rolls, or buns, white buns; enriched bread and enriched rolls or enriched buns; milk bread, and milk rolls or milk buns; raisin bread and raisin rolls or raisin buns; whole wheat bread, graham bread, entire wheat bread, and whole wheat rolls, graham rolls, entire wheat rolls, or whole wheat buns, graham buns, and entire wheat buns.

After the effective date, all bread of these varieties shipped across state lines must be produced in conformity with these standards.

Enforcement will be by the U.S. Food & Drug Administration.

Chemical "softeners," which have the effect of making bread appear fresh for days after baking, were excluded from the list of permitted ingredients. Grounds for this action were: first, that use of the softeners could deceive consumers as to the age of the bread, and second, that the proposed materials (polyoxyethylene monostearate and related compounds) had not been adequately tested for their safety as ingredients of bread.

In a detailed 7-page opinion, Mr. Ewing discussed his action in excluding the polyoxyethylene type of softeners, while permitting the use of mono- and diglycerides in shortening. The latter substances, which are derived from natural fats and oils, also have a softening effect on the bread when used excessively. Use of lesser amounts, permitted by the standards, was found to improve the action of shortening without causing deception of the consumer, Mr. Ewing pointed out. He stated that there is no evidence that mono- and diglycerides are harmful; they have been included in shortening products for both commercial and home use for more than 20 years.

### Investigations Incomplete

The scientific investigations of polyoxyethylene monostearate and related products shown in the bread record are incomplete, the Federal Security Administrator declared. If further tests develop a definite conclusion as to the safety of the chemicals, the hearings will reopen. But he felt he should not delay action in the matter any further.

Likewise, Mr. Ewing ruled that the provisions relating to the use of mono- and diglycerides are tentative and that the record will remain open to permit the introduction of additional evidence on their physiological effects.

(Continued on page 64)



**BREAD STANDARDS SIGNED**—Oscar R. Ewing, federal security administrator, is shown above signing the order fixing standards under the Federal Food, Drug and Cosmetic Act for five leading varieties of the nation's bread. Present at the signing were (left) Charles W. Crawford, commissioner of food and drugs, and (right) Bernard D. Levinson, hearing examiner who presided at the public hearings held by the agency. The bread standards will become effective Aug. 13, 1952.

## ABA Well Satisfied With Standards

CHICAGO—Issuance of the U.S. Food & Drug Administration standards of identity for bread, 11 years after hearings started on the measure, should prove a relief to bakers everywhere, Curtiss H. Scott, Grocers Baking Co., Louisville, chairman of the American Bakers Assn. says.

Uncertainty regarding provisions of the standards and official regulations relating to terminology is now clarified, he pointed out.

"The baking industry has cooperated with the Food & Drug Administration throughout the long period of repeated hearings," Mr. Scott said. "Officers and members of our association spent many days and weeks presenting the side of the bakers and

assuring Food & Drug that bakers are as keenly interested in protecting consumers as is Food & Drug itself.

"There should be a minimum of confusion in the industry resulting from promulgation of the standards. Major changes will be the question of labels on types of bread which come under the regulations and a shift from the use of polyoxyethelene monostearate by those bakers still using this chemical softener.

"Statements have been made that the standards would eliminate certain types of bread from the market. That statement is, of course, erroneous. It will not be possible to make bread containing more than specified amounts of certain ingredients and

(Continued on page 64)

## Labeling Provisions May Cause Re-Design

Waxed paper manufacturers and others supplying bread wrappers to the baking industry are facing headaches in adapting their designs and wrapper production schedules to labeling provisions contained in the recently issued federal standards for bread and rolls.

One particularly thorny problem is the great variance in the position of the word "enriched," used in prominence on most bread wrappers for its display value. Under the new regulations, the word "enriched" must be the same size as the word "bread," in the basic title, and must not be separated from the brand name by graphic matter or other wording. For instance, in "Jones' Best Enriched Bread," "Jones' Best" may be in larger type than the remaining words in the basic title, but should imme-

diately precede the words "enriched bread."

The brand name must not separate the words "enriched" and "bread." Therefore, the phrase "Enriched Jones' Best Bread," would not be satisfactory under the provisions of the law.

When optional ingredients permitted by the standards are used, the label must bear the statement that these ingredients are added "to retard spoilage." (See paragraph 17.1.14.c on the facing page.)

These provisions apply to all breads covered by the standards.

Bakers should use the period until Aug. 13 to use up their old wrappers, so that when the standards become effective the bakers will have new wrappers which accurately reflect the requirements of the standards.

## Atlas Powder Asks for Review; Wants Order Delayed

PHILADELPHIA — A hearing is scheduled before the U.S. Court of Appeals here June 5 on the petition of the Atlas Powder Co., Wilmington, Del., to review certain sections of the Federal Security Administrator's order fixing federal standards for bread and rolls.

The hearing was originally scheduled for June 2, but was postponed at the government's request.

Atlas also filed a motion requesting that the court stay the effective date of the bread order, insofar as the order applies to "Myrj 45" (polyoxyethylene monostearate), the Atlas product now used in bread, until after the court has rendered its decision on the Atlas petition.

The bread order, scheduled to take effect Aug. 13, 1952, does not permit the use of "Myrj 45" in those types of bread and rolls covered by the standard. The order, however, does permit the use of competing emulsifiers known as mono- and diglycerides.

The administrator's order does not apply to the use of Atlas emulsifiers in any foods, including baked goods, except those types of bread and rolls specifically covered by the standard. Other Atlas products used in other foods are not affected.

In its petition to the courts, Atlas charges that the bread standard order is "illegal and discriminatory because the administrator failed to apply the same criteria to all competing emulsifiers and because he refused to reopen the record to receive pertinent additional evidence."

In its motion for a stay, the company emphasized that "no danger to public health is involved in postponing the effective date of the bread order as regards 'Myrj 45'."

"The Federal Security Agency has had the bread order under active consideration since November 1948," Atlas stated, "and there has never been any evidence of injury to anyone resulting from the use of any Atlas emulsifier."

—BREAD IS THE STAFF OF LIFE—

### NAMED TO OLIN POST

NEW YORK—Van L. McNeel of Birmingham has been appointed southern district sales manager of the Olin Cellophane division of Ecusta Paper Corp., subsidiary of Olin Industries, Inc., it has been announced by James L. Spencer, sales manager. Mr. McNeel's territory will include the southern states and Texas, and his headquarters will be in the Candler Bldg., Atlanta.

### AIB MEETING JULY 1 TO CLARIFY STANDARDS

CHICAGO — The American Institute of Baking has scheduled a meeting of allied trades members of the AIB who may wish clarification of the provisions of the bread standards as they affect a particular business or operation. The AIB staff as well as legal counsel will be present at the meeting, set for 10 a.m. July 1, at AIB headquarters, 400 E. Ontario St., Chicago.

# U. S. Standards of Identity for Bread and Rolls

(As Published in the Federal Register, May 15, 1952)

§ 17.1 Bread, white bread, and rolls, white rolls, or buns, white buns; identity; label statement of optional ingredients. (a) Each of the foods bread, white bread, rolls, white rolls, buns, white buns is prepared by baking a kneaded yeast-leavened dough, made by moistening flour with water or with one or more of the optional liquid ingredients specified in this section or with any mixture of water and one or more of such ingredients. The term "flour," unqualified, as used in this section, includes flour, bromated flour, and phosphated flour. The potassium bromate in any bromated flour used and the monocalcium phosphate in any phosphated flour used shall be deemed to be optional ingredients in the bread or rolls. Each of such foods is seasoned with salt, and in its preparation one or more of the optional ingredients prescribed by subparagraphs (1) to (14), inclusive, of this paragraph may be used:

(1) Shortening, in which or in conjunction with which may be used lecithin, mono- and diglycerides of fat-forming fatty acids (except lauric acid), or diacetyl tartaric acid esters of mono- and diglycerides of fat-forming fatty acids (except lauric acid), or a combination of two or more. The total weight of mono- and diglycerides, including diacetyl tartaric acid esters of mono- and diglycerides of fat-forming fatty acids, used does not exceed 20% by weight of the combination of such a preparation and the shortening, and the total amount of monoglyceride in such mixture does not exceed 8% by weight of the combination; but if purified or concentrated monoglyceride is used the amount of such a preparation does not exceed 10% by weight of the combination of such preparation and the shortening. For the purposes of this section the lecithin may include related phosphatides derived from the corn or soya-bean oil from which the lecithin was obtained.

(2) Milk, concentrated milk, evaporated milk, sweetened condensed milk, dried milk, skim milk, concentrated skim milk, evaporated skim milk, sweetened condensed partly skimmed milk, sweetened condensed skim milk, nonfat dry milk solids, or any combination of two or more of these; except that any such ingredient or combination, together with any butter and cream used, is so limited in quantity or composition as not to meet the requirements for milk or dairy ingredients prescribed for milk bread by § 17.3.

(3) Buttermilk, concentrated buttermilk, dried buttermilk, sweet cream buttermilk, concentrated sweet cream buttermilk, dried sweet cream buttermilk, cheese whey, concentrated cheese whey, dried cheese whey, milk proteins, or any combination of two or more of these.

(4) Liquid eggs, frozen eggs, dried eggs, egg yolks, frozen egg yolks, dried yolks, egg white, frozen egg white, dried egg white, or any combination of two or more of these.

(5) Sugar, invert sugar (in congealed or syrup form), light-colored brown sugar, refiner's syrup, dextrose, honey, corn syrup, glucose syrup, dried corn syrup, dried glucose syrup, nondiastatic malt syrup, nondiastatic dried malt syrup, molasses (except blackstrap molasses), or any combination of two or more of these.

(6) Malt syrup, dried malt syrup, malted barley flour, malted wheat flour, each of which is diastatically active; harmless preparations of enzymes obtained from *Aspergillus oryzae*, or any combination of two or more of these.

(7) Inactive dried yeast of the genus *Saccharomyces cerevisiae*; but the total quantity thereof is not more than 2 parts for each 100 parts by weight of flour used.

(8) Harmless lactic-acid producing bacteria.

(9) Corn flour (including finely ground corn meal), potato flour, rice flour, wheat starch, cornstarch, milo starch, potato starch, sweet potato starch (any of which may be wholly or in part dextrinized), dextrinized wheat flour, soy flour, or any combination of two or more of these; but the total quantity thereof is not more than 3 parts for each 100 parts by weight of flour used.

(10) Ground dehulled soybeans, which may be heat-treated and from which oil may be removed, but which retain enzymatic activity; but the quantity thereof is not more than 0.5 part for each 100 parts by weight of flour used.

(11) Calcium sulfate, calcium lactate, calcium carbonate, dicalcium phosphate, ammonium phosphates, ammonium sulfate, ammonium chloride, or any combination of two or more of these; but the total quantity of such ingredients is not more than 0.25 part for each 100 parts by weight of flour used.

(12) Potassium bromate, potassium iodate, calcium peroxide, or any combination of two or more of these; but the total quantity thereof (including the potassium bromate in any bromated flour used) is not more than 0.0075 part for each 100 parts by weight of flour used.

(13) (i) Monocalcium phosphate, but the total quantity thereof, including the quantity in any phosphated flour used and any quantity added, is not more than 0.75 part by weight for each 100 parts by weight of flour used.

(ii) A vinegar, in a quantity equivalent in acid strength to not more than 1 pint of 100-grain distilled vinegar for each 100 lb. of flour used; or

(iii) Calcium propionate, sodium propionate, or any mixture of these, but the total quantity thereof is not more than 0.32 part for each 100 parts by weight of flour used; or

(iv) Sodium diacetate, but the quantity thereof is not more than 0.4 part for each 100 parts by weight of flour used; or

(v) Lactic acid, in such quantity that the pH of the finished bread is not less than 4.5.

(14) Spice, with which may be included spice oil and spice extract. Each of such foods contains not less than 62% of total solids, as determined by the method prescribed in "Official Methods of Analysis of the Association of Official Agricultural Chemists," Seventh Edition, 1950, page 209, section 13.70, under "Total

Solids in an Entire Loaf of Bread," except that if the baked unit weighs 1 lb. or more one entire unit is used for the determination, and if the baked unit weighs less than 1 lb., such number of entire units as weigh 1 lb. or more is used for the determination.

(b) Bread, white bread is baked in units each of which weighs  $\frac{1}{2}$  lb. or more after cooling. Rolls, white rolls, and buns, white buns are baked in units each of which weighs less than  $\frac{1}{2}$  lb. after cooling.

(c) (1) When any optional ingredient permitted by paragraph (a) (13) of this section is used, except a vinegar and except monocalcium phosphate in a quantity less than 0.25 part for each 100 parts by weight of flour, the label shall bear the statement "\_\_\_\_\_ added to retard spoilage," the blank being filled in with the name by which the ingredient used is designated in such paragraph.

(2) When an optional ingredient permitted by paragraph (a) (14) of this section is used, the label shall bear the statement "spiced" or "spice added" or "with added spice"; but in lieu of the word "spice" in such statements, the common or usual name of the spice may be used.

(3) Wherever the name of the food appears on the label so conspicuously as to be easily seen under customary conditions of purchase, the words and statements specified in this paragraph shall immediately and conspicuously precede or follow such name, without intervening written, printed, or graphic matter.

§ 17.2 Enriched bread and enriched rolls or enriched buns; identity; label statement of optional ingredients. (a) Each of the foods enriched bread, enriched rolls, enriched buns conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for bread by § 17.1 (a) and (c), except that:

(1) Each such food contains in each pound not less than 1.1 milligrams and not more than 1.8 milligrams of thiamine, not less than 0.7 milligram and not more than 1.6 milligrams of riboflavin, not less than 10.0 milligrams and not more than 15.0 milligrams of niacin or niacinamide, and not less than 8.0 milligrams and not more than 12.5 milligrams of iron (Fe).

(2) Each such food may also contain as an optional ingredient added vitamin D in such quantity that each pound of the finished food contains not less than 150 U.S.P. units and not more than 750 U.S.P. units of vitamin D.

(3) Each such food may also contain as an optional ingredient added harmless calcium salts in such quantity that each pound of the finished food contains not less than 300 milligrams and not more than 800 milligrams of calcium (Ca).

(4) Each such food may also contain as an optional ingredient wheat germ or partly defatted wheat germ; but the total quantity thereof, in-

cluding any wheat germ or partly defatted wheat germ in any enriched flour used, is not more than 5% of the flour ingredient.

(5) Enriched flour may be used, in whole or in part, instead of flour.

(6) The limitation prescribed by § 17.1 (a) (2) on the quantity and composition of milk and dairy ingredients does not apply.

As used in this section, the term "flour," unqualified, includes bromated flour and phosphated flour; the term "enriched flour" includes enriched bromated flour. The prescribed quantity of any substance referred to in subparagraphs (1), (2), and (3) of this paragraph may be supplied, or partly supplied, through the use of enriched flour; through the direct addition of such substance under the conditions permitted by § 15.10 of this chapter for supplying such substances in the preparation of enriched flour; through the use of any ingredient containing such substance, which ingredient is required or permitted by § 17.1 (a) within the limits, if any, prescribed by such section, as modified by subparagraph (6) of this paragraph; through the use of wheat germ; or through any two or more of such methods.

(b) Enriched bread is baked in units each of which weighs  $\frac{1}{2}$  lb. or more after cooling. Enriched rolls or enriched buns are baked in units each of which weighs less than  $\frac{1}{2}$  lb. after cooling.

§ 17.3 Milk bread and milk rolls or milk buns; identity; label statement of optional ingredients. (a) Each of the foods milk bread, milk rolls, milk buns conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for bread and rolls or buns by § 17.1 (a) and (c), except that:

(1) Milk is used as the sole moistening ingredient in preparing the dough; or in lieu of milk one or more of the dairy ingredients prescribed in paragraph (c) of this section is used, with or without water, in a quantity containing not less than 8.2 parts by weight of milk solids for each 100 parts by weight of flour used (including any bromated flour or phosphated flour used).

(2) No ingredient permitted by § 17.1 (a) (3) is used.

(b) Milk bread is baked in units each of which weighs  $\frac{1}{2}$  lb. or more after cooling. Milk rolls or milk buns are baked in units each of which weighs less than  $\frac{1}{2}$  lb. after cooling.

(c) The dairy ingredients referred to in paragraph (a) (1) of this section are concentrated milk, evaporated milk, sweetened condensed milk, dried milk, and a mixture of butter or cream or both with skim milk, concentrated skim milk, evaporated skim milk, sweetened condensed skim milk, sweetened condensed partly skimmed milk, nonfat dry milk solids, or any two or more of these, in such proportion that the weight of nonfat milk solids in such mixture is not more than 2.3 times and not less than 1.2 times the weight of the milk fat therein.

§ 17.4 Raisin bread and raisin rolls or raisin buns; identity; label statement of optional ingredients. (a) Each of the foods raisin bread, raisin rolls, raisin buns conforms to the definition and standard of identity, and

## Reprints Available . . .

For those who wish a folder containing the definitions and standards of identity for bread and rolls (as they are printed above) in a handy filing size for easy reference, please write: Editor, The American Baker, 118 S. Sixth St., Minneapolis 2, Minn.



is subject to the requirements for label statement of optional ingredients, prescribed for bread and rolls or buns by § 17.1 (a) and (c), except that:

(1) Not less than 50 parts by weight of seeded or seedless raisins are used for each 100 parts by weight of flour used (including any bromated flour or phosphated flour used).

(2) Water extract of raisins may be used, but not to replace raisins.

(3) The baked units may bear icing or frosting.

(4) The limitation prescribed by § 17.1 (a) (2) on the quantity and composition of dairy ingredients does not apply.

(5) In determining its total solids, instead of following the direction "Grind sample just to pass 20-mesh sieve" (Official Methods of Analysis of the Association of Official Agricultural Chemists, Seventh Edition, 1950, page 209, section 13.70, under "Total Solids in an Entire Loaf of Bread"), comminute the sample by

passing it twice through a food chopper.

(b) Raisin bread is baked in units each of which weighs  $\frac{1}{2}$  lb. or more after cooling. Raisin rolls or raisin buns are baked in units each of which weighs less than  $\frac{1}{2}$  lb. after cooling.

§ 17.5 Whole wheat bread, graham bread, entire wheat bread, and whole wheat rolls, graham rolls, entire wheat rolls, or whole wheat buns, graham buns, entire wheat buns; identity; label statement of optional ingredients. (a) Each of the foods whole wheat bread, graham bread, entire wheat bread, whole wheat rolls, graham rolls, entire wheat rolls, whole wheat buns, graham buns, entire wheat buns conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for bread, rolls, and buns by § 17.1 (a) and (c), except that:

(1) The dough is made with whole wheat flour, and no flour is used therein.

(2) The limitation prescribed by § 17.1 (a) (2) on the quantity and composition of dairy ingredients does not apply.

(3) The total weight of calcium propionate, sodium propionate, or mixtures of these used is not more than 0.38 part for each 100 parts by weight of the whole wheat flour used. As used in this section, the term "flour," unqualified, includes flour, enriched flour, bromated flour, enriched bromated flour, and phosphated flour; the term "whole wheat flour" includes whole wheat flour and bromated whole wheat flour. The potassium bromate in any bromated whole wheat flour used shall be deemed to be an optional ingredient in the whole wheat bread or whole wheat rolls.

(b) Whole wheat bread, graham bread, or entire wheat bread is baked in units each of which weighs  $\frac{1}{2}$  lb. or more after cooling. Whole wheat rolls, graham rolls, entire wheat rolls, or whole wheat buns, graham buns, entire wheat buns are baked in units

each of which weighs less than  $\frac{1}{4}$  lb. after cooling.

**Effective date.** These regulations shall become effective 90 days from the date of publication of this order in the Federal Register, except that the provision of § 17.1 (a) (1) insofar as it permits the use of mono- and diglycerides of fat-forming fatty acids, including diacetyl tartaric acid esters of mono- and diglycerides of fat-forming fatty acids, is tentative and the record will remain open on this point to permit the introduction of new evidence on a date to be announced to show the effects of such articles as surface-active agents, and to show the results of the completed chronic toxicity experiments with diacetyl tartaric acid esters of mono- and diglycerides of fat-forming fatty acids.

Dated: May 12, 1952.

(Seal) OSCAR R. EWING,  
Administrator.

(F. R. Doc. 52-5369; Filed May 14, 1952; 8:48 a.m.)

## ABA Governors Approve Survey of Baking Industry

LOS ANGELES—More than 35 governors and other executive personnel of the American Bakers Assn., meeting here May 26-27, made plans to survey the baking industry and heard that the consumption of bread was on the upturn.

The governors approved a plan for an "economic study" of the baking industry, and directed that a contract be executed with Northwestern University, Evanston, Ill., for a five-year continuing study.

Nationwide increases in the consumption of breadstuffs were reported as part of the optimistic picture of the baking industry. The national consumption of commercially baked foods was reported as up 6%, the most prominent gains being registered in the South.

Migration of workers into the expanded southern industries was given as the principal reason for this increase.

Slight price increases permitted by the Office of Price Stabilization in bread products was hailed as easing the pressure of rising production costs on a number of bakeries. The governors reported that, on the whole, the industry's position had improved over that of the preceding year and the outlook was more favorable than it had been in some time.

Curtiss H. Scott, Grocers Baking Co., Louisville, chairman of the board; J. Roy Smith, Smith's Bakery, Mobile, president, and Harold Kilpatrick, Kilpatrick's Bakery, San Francisco, vice president, were among the officers surveying the industry's position in America. Dudley McFadden, publicity director, discussed the industry's promotional plans and reported



**PRODUCTION OFFICERS**—Pictured are the new officers of the Chicago Bakery Production Club, elected at a dinner meeting May 14. They will be installed June 11. They are, left to right: M. J. Thomas, Swift & Co., secretary; Henry Solle, Purity Bakeries Corp., treasurer; Martin Cech, Eitel Restaurant, president; Julius Prep, Airport Restaurant of Marshall Field & Co., vice president, and Willard Mattson, Brolite Co., program chairman.

that over 75 leading daily newspapers might publish special "Picnic Supplements" to their regular editions in July, tying in with the ABA's designation of July as "Picnic Month."

—BREAD IS THE STAFF OF LIFE—

## TROUBLE IN ONE N.Y. STRIKE; ANOTHER OVER

NEW YORK—The president of the local involved in the strike against the main plant of Sunshine Biscuits, Inc., Long Island City, and eight other members of the local were arrested June 2, accused of stoning two trucks carrying Sunshine Biscuit products. The windows and windshields of the vehicles were shattered.

### Empire Strike Settled

NEW YORK—The week old strike of drivers for the Empire State Bakers Assn., a group of 13 wholesale cake and pastry bakers supplying most of this city's hotel and restaurant trade, was settled May 29 and production resumed the following day.

The strike, affecting some 300 drivers and 2,000 inside workers, was reported to have cut off 85% of sweet goods supply to jobbers, hotels and restaurants. The planned court action to force the union to show cause

and agree to arbitration was canceled when the state mediator arranged the settlement.

—BREAD IS THE STAFF OF LIFE—

## PAUL S. GEROT ELECTED PRESIDENT OF PILLSBURY

MINNEAPOLIS—Paul S. Gerot, 49, executive vice president of Pillsbury Mills, Inc., has been named president of the firm by the board of directors. Philip W. Pillsbury, 49, president for 12 years, has been named chairman of the board, and John S. Pillsbury, 74, who has been with the firm for half a century, becomes honorary chairman. The changes were effective June 2.

Mr. Gerot was born in Riverside, Iowa, and within a year after leaving college ("I quit one job and was fired from another within several months") he had joined Pillsbury Mills' sales force.

After managing the St. Louis branch he was transferred to Chicago, where, in 1941 he was named manager of the West Central area of grocery sales. Advancement took him to the Minneapolis executive offices in 1944 as assistant to the vice president in charge of sales and advertising. Soon he was running all sales, then heading a division, becoming a vice president, and director and last year executive vice president.

## Continuous Dough Mixing Process Hinted

Under development for many years, a new and revolutionary system of continuous dough mixing for bread production has been developed.

The new equipment involves high speed mixing and complete "push-button operation," delivering a mixed and formed dough piece to the bread pan so that neither the ingredients nor the formed loaves are handled manually until the baked loaves leave the oven.

Details on the process have not been released by the manufacturer. Full scale production units, now being manufactured, are not as yet available to the baking industry. Orders are not being taken as far as most observers know, and it will be some time before units are ready for installation. As soon as accurate, substantiated details are available to this publication, they will be published.

—BREAD IS THE STAFF OF LIFE—

## CHARLES H. BELL NAMED GENERAL MILLS PRESIDENT

MINNEAPOLIS—The board of directors of General Mills, Inc., elevated Charles H. Bell, 44, executive vice president, to president of the corporation effective June 1.

Harry A. Bullis, board chairman, made the announcement. Mr. Bell succeeds Leslie N. Perrin, 65, who submitted his resignation after attaining retirement age but who will continue as a member of the board.

Mr. Bell is the third generation of his family to be president of General Mills or a predecessor company. He is the youngest man to be named to head the 24-year-old corporation. James S. Bell was Washburn Crosby Co. president from 1889 to 1915. James F. Bell, the founder of General Mills, served as president of Washburn Crosby from 1925 to 1928, and of General Mills to 1934.

Mr. Perrin became president Jan. 1, 1948, succeeding Harry A. Bullis who assumed his present office of chairman of the board.

In 1946 Mr. Bell was appointed research - production coordinator for General Mills. He is a director of the company.

## ARGENTINA'S BAKERS HAVE THEIR TROUBLES, TOO

BUENOS AIRES—Argentine bakers have been ordered to pay increased wages to their workers and sell bread at government fixed prices, despite their protest that they can't afford to do both.



# Heart of America Bakers Pledge Unity

## Group Action Held Necessary for Future Progress

By JAMES W. MILLER  
American Baker Editorial Staff

KANSAS CITY—With the theme of industrial unity as their challenge, midwestern bakers gathered in Kansas City May 12-14 for the annual Heart of America Bakers convention. The program under the direction of William Stoneman, Jr., Paniplus Co., Kansas City, stressed the business problems of both the retail and wholesale baker, with a generous portion of entertainment on the side.

About 350 bakers, allied tradesmen and their wives attended the sessions which were held in the Hotel Muehlebach. Curtiss H. Scott, Grocers Baking Co., Louisville, chairman of the board, American Bakers Assn., sounded the keynote of the convention by stating that only through industry-wide unity of purpose can the baking business show progress.

"Problems of the national industry constitute the problems of each individual baker," Mr. Scott declared. "No baker should consider himself as a single unit; he must visualize his operation as a segment of the industry as a whole."

The speaker urged all bakers to join in national group action, campaign for higher quality of bakery products, strive for finer concepts of merchandising and become a part of the Bakers of America Program.

To describe this program, Walter H. Hopkins, Chicago, its director, was on hand. He outlined the four principal activities of the program: Advertising, merchandising, public relations and consumer service.

### Public Relations and Baking

Albert R. Fleischmann, Standard Brands, Inc., New York, prior to the showing of the film, "Land of Everyday Miracles," emphasized the public relations approach by the baking industry. We must strive for friendly relations not only with customers, but employees, he said. Good will is of inestimable value, he declared, and must be built through such projects as bakery open houses, taking part in public affairs of the community and state, serving on civic

committees and contributing to projects of the baking industry. (The essential text of Mr. Fleischmann's address begins on page 47.)

An enlightening discussion, "Baked Products With Sales Appeal" was held during the afternoon session, May 13. Cookies, sweet doughs and Danish pastries and specialty breads—profit making sideline items—were the topics discussed in order by Frank Helmer, Wesson Oil & Snowdrift Sales Co., Chicago; Charles E. Riley, the Brolite Co., Chicago, and Al Swanson, Red Star Yeast & Products Co., Omaha. Formula booklets prepared by the three allied concerns were provided for everyone in attendance.

### Hints in Production

Among the production hints revealed by the speakers were (1) use a bonafide flavoring in cookie batches; a poor flavoring can ruin the taste of a product wherein all other ingredients are of high quality; (2) cookies at a production cost of from 13¢ to 16¢ lb., and a retail price of 30¢ doz. are quick profit items, and they are ready to sell immediately out of the oven; (3) do not overdevelop sweet doughs, use plenty of yeast; as much as 2 lb. yeast per one gal. dough with only one hour for fermentation is very satisfactory; (4) in making coffee cakes no less than 4 oz. filling is recommended; a high proportion of filling to dough increases appeal, and (5) a wide variety of specialty breads such as onion, orange, potato, oatmeal, peanut butter, smoke or barbecue, raisin, can be made from one basic refrigerated sponge.

### Frozen Products Discussed

A panel discussion on frozen baked and unbaked products was participated in by Herman Dressel, Dressel Bakeries, Chicago; William Nenninger, Bettendorf's Markets, St. Louis, and Henry Karl, Karl's Bakery, Kansas City, Kansas. It was agreed that the freezing principle is bringing about changes in the retail baking business. Mr. Dressel estimated that 10% of the nation's retail bakeries have started freezing products, and about half are on the verge of starting it. Freezing eliminates night production problems, provides a backlog of supplies in the event of any unusual rush of business and gives the customer a fresh product at any time, he emphasized.

In other sessions John C. Sum-

mers, director of the bakery school of technical training, Oklahoma A. & M. College, Okmulgee, reported on the progress of the Oklahoma institution and Dr. Louis A. King, Jr., department of bakery sanitation, American Institute of Baking, Chicago, outlined latest developments in bakeshop sanitation.

In a review, "Baking Is Big Business," Harold E. Snyder, editor, Baking Industry, Chicago, pointed up the importance of bakery products in the national diet.

Speaking of commercially baked bread, Mr. Snyder pointed out that in 1923, 112 million persons consumed 8.45 billion pounds of bread, or 75.5 lb. per person. In 1947, 141 million persons consumed 13.29 billion pounds of commercially baked bread, or about 94.1 lb. per person.

Customer and personnel relations were discussed by Earl M. Hamilton, the W. E. Long Co., Chicago.

### Supermarket Development

A summary of the development of supermarket groceries in the U.S. was given by Claude H. Webster, C. J. Patterson Co., Kansas City. He brought out the early domination of the few national chain grocers which greatly influenced the eating habits of the U.S., and the more recent prominence of the independent supermarket. Volume merchandising is the key in such stores, and bakers displaying their products in supermarkets should take the cue and work for larger display areas rather than competing among themselves for a limited amount of shelf room.

Working together to sponsor the convention were the bakery trade associations of the states of Kansas, Missouri, Nebraska, Oklahoma and Arkansas, and the Midwest Bakers Allied Club of Kansas City. General chairman of event was Forrest W. Coffman, Coffman's Bakery, Lincoln, Neb.

A baked goods display which featured numerous specialty loafs, colorful wrapper ideas, Brown 'n Serve packaging, and breads from Canada and all parts of the U.S. was under the chairmanship of Gordon W. Wood, Flour Mills of America, Inc., Kansas City. There was a special showing of the movie, "The Mark of C," sponsored by Anheuser-Busch, Inc., St. Louis.

A golf tournament was held at Hillcrest Country Club May 12, followed by the presidents' reception,

dinner and dancing at the club. The following morning an Early Birds' Breakfast took place in the Grand Ballroom of the Muehlebach. H. Roe Bartle, district chairman of the OPS, spoke at a luncheon May 13 sponsored by the Midwest Bakers Allied Club. President James M. Doty, Doty Technical Laboratories, Kansas City, presided.

At a luncheon in the Colonial ballroom May 14, Dr. F. C. Allen, head basketball coach of the Kansas University NCAA and Olympic-bound champions, spoke. The annual banquet took place in the Grand Ballroom at the close of the convention May 14. An excellent floor show and dancing followed.

—BREAD IS THE STAFF OF LIFE—

## FUMIGATION FIRM ADDS SANITATION PROGRAM

MINNEAPOLIS — Inauguration of a food and industrial sanitation program division and the appointment of division director at Fumigation Engineering Corp., Minneapolis, Minn., has been announced by George Niehorster, president of the Minneapolis pest control firm.

The food and industrial sanitation division will according to Niehorster analyze and diagnose sanitation problems, develop specific control measures and train employees of client companies in the application of insecticides and rodenticides.

Milton E. Lindemann, industrial sanitation consultant, has been appointed director of the new division and will supervise the program, Niehorster said. Lindemann served as a captain in the Army Air Force sanitary corps during World War II and holds a Master's degree in Public Health. He joined the firm in November, 1950.

—BREAD IS THE STAFF OF LIFE—

## RICHARD TANNOUS NAMED VICE PRESIDENT OF WARD

NEW YORK — Richard Tannous, production manager of the Ward Baking Co., was elected a vice president of the company following a meeting of the board of directors held here recently, Faris R. Russell, chairman, has announced.

Mr. Tannous' responsibilities include production of bread and cake, as well as miscellaneous plant activities, with particular attention to the sanitation department.



HEART OF AMERICA GATHERS—Baking industry personalities gathered at the recent convention of the Heart of America Bakers are shown above. In the picture at the left are A. R. Fleischmann, Standard Brands, Inc., New York; Forrest Coffman, Coffman's Bakery, Lincoln, Neb.; Harry Shipley, Jr., Shipley's Bakery, Ft. Smith, Ark., and William Stoneman, Paniplus Co., Kansas City. (Left center) L. M. Lundgaard, Ismert-Hincke Milling Co.,

Kansas City, and Robert Becker, C. J. Patterson Co., Kansas City. (Right center) in the back row are Carl Muff, Muff's Bakery, Trenton, Mo., and George Buford, Flour Mills of America, Inc., Kansas City. Front row, Herman Barton, Columbia (Mo.) Baking Co., and Carl J. Sommerer, Jr., Jefferson City (Mo.) Baking Co. (Right) Mr. and Mrs. Charles Meyer, Jr., Meyer's Bakery & Management Service Co., Little Rock, Ark.

# The Flour Market

## Lower Prices Expected During Harvest Rush

Expectations of lower wheat and flour values as harvesting and marketing of the new winter wheat crop swells to its seasonal peak continued to dominate flour buyers' thinking in early June. The July future at the three major markets during May declined  $3\frac{1}{2}$  to  $4\frac{1}{2}$ ¢ bu., reflecting the further improvement in winter wheat crop prospects during that period. A near-record crop now seems practically assured. Cash wheat prices at Kansas City also have reflected this appraisal, with values slipping  $3\frac{1}{2}$  to  $5\frac{1}{2}$ ¢ in the month ending June 1. Cash wheat prices at Minneapolis were relatively steadier, showing a decline of  $\frac{1}{2}$  to  $1\frac{1}{2}$ ¢ bu. in the same period. Meanwhile, flour prices, while somewhat erratic at the close of May, averaged out to about the same levels as quoted a month earlier for both spring wheat and hard winter wheat types. Lower returns on millfeed sales have been a factor in holding flour quotations up in face of lower wheat prices.

### BUYER-SELLER PRICE IDEAS VARY WIDELY

Although market appraisals and actual developments have been dominantly bearish recently, there remained a considerable disagreement between buyers and sellers of flour as to the possibility of further lowering of prices. In late May bakers were said to be eyeing a price level on new crop deliveries some 25¢ sack below what mills were prepared to quote. Chief obstacles to lowering of quotations were prospects for further easiness in millfeed prices during the summer months and the expected effectiveness of price support operations of the government loan program.

### TEMPORARY SUPPORT RATES ESTABLISHED

The U.S. Department of Agriculture announced interim (temporary) wheat loan rates, for the 1952 wheat crop of \$2.46, Kansas City and \$2.50, Chicago and St. Louis, based on No. 1 grades of wheat. The rates are subject to later revision on the basis of July 1 parity. The Kansas City figure is 1¢ higher than the final 1951 loan rate, and the Chicago figure is the same as the 1951 rate. Parity as of mid-May was unchanged from a month earlier, and if there are no further changes by mid-June, the 1952 permanent rate is expected to be \$2.50 bu. at Kansas City and \$2.55 at Chicago, reflecting differentials over a prospective national average farm level loan rate of \$2.21 bu.

### LOAN PARTICIPATION MAY BE EXTENSIVE

With July futures recently about 19¢ below the interim loan rate at Kansas City—or about 6¢ below it after allowing for deduction of storage charges—heavy participation in the loan program is being predicted, provided the market-loan relationship continues to make the loan look attractive to producers. The extent

of this loan tie-up and its ultimate influence on supplies and prices will depend considerably on the condition in which wheat is harvested, whether dry and suitable for loan storage or not. The weather between now and completion of harvest, therefore, may be an important factor in determining this outcome.

### TRIM CARRYOVER ABOUT AS INDICATED

As evidenced by price developments, no great concern has been shown over the prospect of a carryover July 1 sharply below last year's carryover—or indications that half or more of the total will be owned by the government. The carryover now is expected to be only 250 million bushels or less, compared with 396 million on July 1, 1951. Because of the big new crop prospects, some observers believe total 1952-53 wheat supplies will approach a new record. The influence of the smaller carryover, therefore, is confined to the short remaining period before new wheat comes to terminal markets in volume. Tightness of old crop supplies has resulted in firmness in cash wheat prices at Kansas City relative to the futures market.

### ANOTHER INCREASE IN FORECAST SEEN

The most recent government estimate of 1952 wheat production points to a winter wheat crop of 986,468,000 bu., 40 million more than indicated April 1 and 25% above average output. Last year's winter wheat harvest totaled 645,469,000 bu. Since the latest estimate was made, weather conditions have been almost ideal for development of the crop, and most observers look for another upward revision in the forecast to be released June 10. Conditions have been ideal for filling, and yield prospects are excellent, according to the Cargill, Inc., crop bulletin. Kansas is now expected to harvest a crop of 250 to 260 million bushels, and Oklahoma is expected to maintain pros-

pects for a crop of 80 million bushels, according to Cargill. The Santa Fe Railway estimates even higher production in these states.

### SPRING WHEAT CROP OUTLOOK DIMMED

Meanwhile, crop developments in the spring wheat area of the Northwest have not been too satisfactory, as one of the driest springs on record prevented germination of late seeded wheat. Recent rains have not been sufficient to relieve the generally dry topsoil conditions in much of the area. However, cool weather reduced moisture requirements, and a good recovery is possible if moisture is adequate in the near future, Cargill comments. No official spring wheat forecast other than the preliminary one issued some time ago has been made, and some sharp revisions may be in prospect when the June 10 report is published. The preliminary forecast, based on acreage intentions, was for 307 million bushels. Meanwhile, generous moisture was received in the western part of Canada, relieving a long drouth there and improving the outlook for another big crop. Crop developments in Canada, of course, also have a bearing on U.S. markets.

### EARLY START SEEN ON WHEAT PACT SALES

Buying of 1952 wheat for export may be expected to start early this season following announcement of the new International Wheat Agreement subsidy program sometime in June. Last year sales under the program started June 14, and USDA officials are aiming for a start about the same time this year. Foreign countries are said to have already shown considerable interest in starting to buy, and brisk sales are predicted by some government officials when subsidy business is permitted. If this proves true, export buying could help offset the price-depressing effects of the wheat marketing rush.

### Market Editor



George L. Gates

### BAKERS HOLD OFF FLOUR PURCHASES

As might have been expected, flour buyers purchased only limited amounts of flour during May in view of their hopes for lower prices in June. This lack of activity at the same time contributed to the lower price trend, with light flour sales making hedge buying of futures correspondingly light. Heavy buying of new crop supplies, on the other hand, will tend to bolster the wheat market when buyers feel the time is right for booking their forward needs. The millfeed price situation, meanwhile, is worth watching, too, as lighter seasonal demand for this product is anticipated because of good pastures available for feeding this year.

—BREAD IS THE STAFF OF LIFE—

### STANDARD BRANDS INCOME HOLDS FIRM IN QUARTER

NEW YORK—Consolidated net income of Standard Brands, Inc., and subsidiaries operating in the U.S. for the first three months of 1952 amounted to \$2,044,447, equivalent after preferred dividend requirements to \$.58 per share. Joel S. Mitchell has announced. Net income for the same three months of 1951 was \$2,089,057 or \$.59 a share. In both periods, 3,174,527 shares of common stock were outstanding.

Net sales of the company and domestic subsidiaries totaled \$89,319,327 for the first quarter ended March 31, 1952, against \$95,571,899 for the like 1951 period.

At a meeting of the board of directors a quarterly dividend of 40¢ a share was declared on the common stock, payable June 16, 1952, to stockholders of record May 15, 1952. A quarterly dividend of \$.875 a share on the preferred stock was also declared payable June 16, 1952, to stockholders of record June 2, 1952.

—BREAD IS THE STAFF OF LIFE—

### STANDARD BRANDS DIRECTOR

NEW YORK—The election of James Muir as a director of Standard Brands, Inc., has been announced by Joel S. Mitchell, president of the company. Mr. Muir is president and director of the Royal Bank of Canada. He is also on the board of other Canadian enterprises, including the Canadian Pacific Railway Co.

## Summary of Flour Quotations

May 31 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	5.72@5.80	5.70@5.71	5.55@5.56	5.46@5.51	5.50@5.51
Spring high gluten	5.70@5.71	5.46@5.51	5.45@5.50	5.35@5.40	5.20@5.25
Spring short	5.55@5.56	5.45@5.50	5.35@5.40	5.20@5.25	5.10@5.15
Spring standard	5.62@5.67	5.45@5.50	5.35@5.40	5.20@5.25	5.10@5.15
Spring first clear	5.50@5.59	5.45@5.50	5.35@5.40	5.20@5.25	5.10@5.15
Hard winter short	5.53@5.70	5.45@5.50	5.35@5.40	5.20@5.25	5.10@5.15
Hard winter standard	5.45@5.60	5.45@5.50	5.35@5.40	5.20@5.25	5.10@5.15
Hard winter first clear	5.40@5.63	5.45@5.50	5.35@5.40	5.20@5.25	5.10@5.15
Soft winter short patent	7.02@7.07	7.10@7.30	7.10@7.30	7.10@7.30	7.10@7.30
Soft winter standard	5.30@6.47	5.40@5.50	5.40@5.50	5.40@5.50	5.40@5.50
Soft winter straight	5.30@6.47	5.40@5.50	5.40@5.50	5.40@5.50	5.40@5.50
Soft winter first clear	4.32@6.15	5.40@5.50	5.40@5.50	5.40@5.50	5.40@5.50
Rye flour, white	5.59@5.65	5.40@5.45	5.40@5.45	5.40@5.45	5.40@5.45
Rye flour, dark	4.59@5.25	4.40@4.45	4.40@4.45	4.40@4.45	4.40@4.45

	New York	Phila.	Boston	Pittsburgh	*New Or.
Spring high gluten	6.35@6.45	6.32@6.42	6.27@6.32	6.27@6.32	6.05@6.25
Spring short	6.20@6.30	6.17@6.27	6.12@6.17	6.12@6.17	5.95@6.05
Spring standard	6.10@6.20	6.05@6.15	6.07@6.17	6.02@6.07	5.80@6.00
Spring first clear	5.90@6.10	6.00@6.10	5.92@6.12	5.90@5.99	5.70@5.90
Hard winter short	6.15@6.25	6.05@6.15	6.14@6.24	5.87@6.09	5.55@5.65
Hard winter standard	5.95@6.05	6.00@6.10	5.94@6.04	5.67@6.00	5.40@5.55
Hard winter first clear	5.90@6.00	6.00@6.10	5.94@6.04	5.67@6.00	5.40@5.55
Soft winter short patent	6.70@6.80	6.70@6.80	6.70@6.80	6.70@6.80	6.70@6.80
Soft winter standard	6.70@6.80	6.70@6.80	6.70@6.80	6.70@6.80	6.70@6.80
Soft winter straight	6.70@6.80	6.70@6.80	6.70@6.80	6.70@6.80	6.70@6.80
Soft winter first clear	6.70@6.80	6.70@6.80	6.70@6.80	6.70@6.80	6.70@6.80
Rye flour, white	6.05@6.12	6.10@6.20	6.10@6.20	6.10@6.20	6.10@6.20
Rye flour, dark	4.95@5.20	4.95@5.20	4.95@5.20	4.95@5.20	4.95@5.20



## Estimates of Hard Winter Wheat Crop Raised

Estimates of the hard winter wheat crop are being raised, and spring wheat prospects have improved recently.

With yields running higher than expected, indications early this month were that the southwestern hard winter wheat crop would exceed May government forecasts by a substantial margin. Some favorable harvest reports were being received from the early harvested areas of Oklahoma and Texas, and previous apprehension about sizable frost damage in Kansas had largely been dissipated.

Cutting of the new crop was well under way in Texas and Oklahoma, and the first wheat was cut in southern Kansas June 2.

In Texas the wheat that remained on acreage not abandoned was showing fairly good yields, and the trade hoped the state's total would come close to the government May estimate of 35 million bushels. Oklahoma's crop was expected to exceed the 68-million-bushel May forecast and might reach 85 to 90 million bushels. The Kansas crop, the Santa Fe crop report indicated, may go to 275 million bushels, compared with the government's May estimate of 254 million. In Nebraska and Colorado, with weather favorable, it appeared that the large government May estimates of 105 and 63 million bushels would be reached or possibly exceeded by a small margin.

Showers also improved the outlook in the spring wheat territory of the Northwest in the U.S. This rain and cool weather helped the crop hang on, it was noted, but additional good soaking rains were needed for proper growth.

In the Pacific Northwest, both winter and spring wheat was in good condition.

### RIEGEL OFFICE MOVES

NEW YORK—The New York office of the Riegel Paper Corp. has moved from 342 Madison Ave. to 260 Madison Ave. The company will, however, continue to use its present mailing address, P.O. Box 170, Grand Central Station, New York 17.

### PROCESSED EGG OUTPUT CONTINUES TO DESCEND

WASHINGTON—Liquid egg production during April totaled 63,501,000 lb., compared with 83,670,000 lb. during April last year and the 1946-50 average of 118,371,000 lb., the Bureau of Agricultural Economics reports. The quantities frozen, dried and used for immediate consumption were all smaller than a year ago.

Dried egg production during April

### RETAIL BAKERIES SALES EDGE UP IN MARCH

WASHINGTON—Sales of retail bakeries in March were 6% higher than in February of this year, according to the U.S. Department of Commerce, but were 3% below sales for the month of March, 1951. For the first three months of this year, sales were 1% lower than sales for the first three months of 1951.

totalled 2,220,000 lb. compared with 2,790,000 lb. in April last year and the average of 12,377,000 lb. Production consisted of 324,000 lb. dried whole egg, 519,000 lb. dried albumen and 1,377,000 lb. dried yolk. Production during April last year consisted of 1,826,000 lb. dried whole egg, 416,000 lb. dried albumen and 548,000 lb. dried yolk.

The quantity of frozen egg produced during April totaled 54,981,000 lb., compared with 72,823,000 lb. during April last year and 76,491,000 lb. the 1946-50 average. Frozen egg stocks increased 28 million lb. during April compared with an increase of 47 million lb. during April last year and the average April increase of 45 million pounds.

### COMPANY TO DISCONTINUE BAKERY FLOUR PRODUCTION

PLAINVIEW, TEXAS—The Harvest Queen Milling & Elevator Co. will withdraw from the bakery flour business to convert the bulk of its flour manufacturing facilities to the production of industrial sorghum flour. The firm will continue to produce its family flour which is sold through distributors and brokers.

Sorghum flour has many industrial uses including adhesives used in the manufacture of plywood, and sizing in cellulose wall board, kraft paper and chipboard.

The Harvest Queen firm will continue production of its fungal amy-lases.

### INCREASE IN RAISIN SHIPMENTS REPORTED

FRESNO, CAL. — Domestic shipments of raisins to the trade during April this year were 1,949 tons greater than in the same period a year ago and 1,461 tons greater than in April 1950. This was reported by the California Raisin Advisory Board from figures compiled by the Raisin Administrative Committee and the Dried Fruit Association of California.

Seasonal domestic shipments to date, September through April, total 111,861 tons, or 11,389 tons more than were shipped during the same period last season and 5,183 tons more than the first eight months of the 1949-50 season.

### WARD BAKING DIVIDENDS

NEW YORK—The Ward Baking Co. recently declared its regular quarterly dividend of \$1.37½ a share on the company's cumulative preferred stock, and also declared a quarterly dividend of 25¢ a share on the outstanding common stock, both payable July 1 to holders of record June 16.

### VAN DE KAMP DIVIDEND

LOS ANGELES—Regular quarterly dividend of 20¢ per share was voted by the directors of Van de Kamp's Holland Dutch Bakers, Inc., payable June 30 to stockholders of record June 10.

### OMAR PROFITS CUT

OMAHA, NEB.—Omar, Inc., reports reduced profits for the 40 weeks ended last April 5, according to an unaudited balance sheet released by the company. Net earnings after taxes for the period amounted to \$355,976 compared with \$621,027 for the period ending April 7, 1951. Per share net for the two periods was \$1.68 and \$3.22, respectively. W. J. Coad, Jr., president, attributed the decline in profits to "price ceilings

which do not provide for increased raw materials and labor costs, the effects of a strike, affecting all routes operating out of the Omaha district and the cost of developing new business in the Peoria, Ill., district."

### SUMMER MERCHANDISING

LOS ANGELES — Switching to summertime techniques in bakery merchandising was the subject of the Master Retail Bakers Assn. meeting here recently. Emphasis on light and fluffy goods was urged by Jack Snyder, Snyder's Bakery Service, for the hot months. Robert Bridges, Lyons-Magnus Co., reported on the Kookie Carnival promotion of his firm and urged bakers to feature cookies during the summer months. Arthur Pion, sales manager here for Swift & Co., presented his company's prize-winning film on Americanism, "The Big Idea."

### NORTH DAKOTA BAKERS SET DATES FOR CLINIC

FARGO, N.D.—Plans for a two-day North Dakota Bakers Production Clinic, scheduled for June 24-25 here, have been announced by Harry Howland, Fargo (N.D.) Bakery Co. The clinic is being sponsored by the North Dakota Bakers Assn., of which Mr. Howland is an officer.

The production phases of the clinic, which will trace specialty breads and sweet rolls from mixing through finishing, will be held at a local bakery. Business sessions and allied trades entertainment will be at the Elks Club.

A. J. Vander Voort, head of the Dunwoody Baking School and technical editor of The American Baker, Minneapolis, will serve as moderator of the clinic. Four half-day sessions will be devoted to different phases of bakery production with each session featuring an allied trades bakery serviceman. Actual demonstrations of production and make-up techniques will be presented by the servicemen and bakers in the audience will be given the opportunity to question the demonstrators as the sessions proceed.

Standard Brands, Inc., will sponsor a session on specialty breads; Anheuser-Busch, Inc., will present the demonstration on coffee cakes and the Procter & Gamble portion of the program will feature cakes and icings. The allied firm sponsoring a fourth session, on pies, will be announced later.

### ELMO C. SLEIGHT LEAVES ACME FLOUR MILLS CO.

OKLAHOMA CITY — Elmo C. Sleight has resigned as director of sales for the Acme Flour Mills Co., Oklahoma City, and will join the Ben Williams Bakery Service Co. as a sales representative. Headquarters of the Williams firm are in Houston but Mr. Sleight will make his headquarters in Dallas.

Virgil Artman, who has been associated with the Acme Flour Mills Co. for some years, will be in charge of the milling company's sales.

### ATTEND LECTURE

TALLAHASSEE, FLA.—A group of the more advanced Florida State University students in food production and bakery production attended a special illustrated lecture on "Fats and Oils and Their Use in Foods" by Ralph Morris, Standard Brands, Inc., New York, held recently at the college.

## ICC Revises Log Rules for Trucks in Interstate Use

WASHINGTON — The Interstate Commerce Commission has revised its Motor Carrier Safety Regulations, effective July 1. The rules will apply to interstate operations of all private motor carriers, including bakery trucks.

A change in the daily log requirements for drivers will provide relief for most bakeries operating interstate. The present "commercial zone" exemption has been broadened, so that the log keeping requirement will not apply "to any driver who drives wholly within a radius of 50 miles from the garage or terminal at which he reports for work; provided, however, that the motor carrier employing or using such driver maintains and retains for a period of one year records showing the total number of hours the driver is on duty per day and the time at which the driver reports for and is released from duty each day; and provided further that no such driver remains on duty for more than 12 hours in any period of 24 consecutive hours."

### N. Y. BAKERS GIVE TO JEWISH FUND

NEW YORK—With contributions substantially above the 1951 total, friends and leaders of the Bakers, Flour and Allied Trades division of the 1952 United Jewish Appeal of Greater New York greeted David M. Levitt, president of the Doughnut Corporation of America, at a "welcome home" dinner recently. After Gitti Zand, traveler and lecturer on Israel and the Near East, made a plea for aid to Israel and to the cause of the starving and dispossessed Jews across the world, those present contributed over \$100,000.

Samuel Rubin of Henry S. Levy & Son, chairman of the industry division, presented Mr. Levitt, who reported on his trip to Israel.

### GOLF MOVIES FEATURED AT BAKERS CLUB SHOW

CHICAGO—Several bakers and allied tradesmen gathered at the Bakers Club of Chicago at noon May 28 for a luncheon and golf movie showing. Three pictures were shown, featuring such links stars as Patty Berg, Sam Snead and Babe Didrickson Zaharias. N. G. Anderson, Chicago manager of the Bay State Milling Co., showed the films.

### BUFFALO GOLF TOURNEY

BUFFALO—The annual golf tournament of the Allied Trades of the Baking Industry of Buffalo is being held June 6 at the Cherry Hill Country Club.

### WOMEN'S CLUB PROTESTS PROPOSED PRICE RISE

MIAMI—The Women's Better Government Club of Greater Miami has passed a resolution protesting the proposed higher price of bread. The resolution declares that should the price be raised, the club will urge all women to bake their own bread or to use substitutes.





**JOB ENGINEERED**—This firm's leased trucks are engineered for the jobs they have to do. The Rosen-Kaase Bake Shops of Cleveland and Akron, Ohio, cites this as an important item in their choice of leased trucks. Each Rosen-Kaase truck is lettered to company specifications.



**SUGAR 'N SPICE LEASES**—Phil Raisin (right), president, and M. C. Gomer, manager, both of Sugar 'n Spice, Los Angeles, with George Sloan (left) vice president of the California Truck Rental Co. Sugar 'n Spice turned to truck leasing to meet expanding delivery schedules.

## Buying Miles Wholesale

CHICAGO — Truck leasing, an economic phenomenon growing out of the early 30's, is becoming more and more a factor in the baking industry.

In those depression years bakery owners who used trucks, finding their capital limited, discovered that it was more economical to rent trucks than own them. With capital now skimmed off by high taxes, and most bakers caught in the squeeze of low markup-high costs, a parallel situation exists. For many bakers, the problem is being solved by a turn to truck leasing.

The truck leasing industry itself, already huge, is growing by leaps and bounds. It is estimated that around 90,000 trucks under lease are touring the cities' streets and nation's highways.

The types of trucks comprising the leased fleet are as varied as the businesses that use them. The users of leased trucks include wholesale bakers, wholesale grocers, florists, dairies, breweries, fuel companies, furniture makers, steel distributors, meat packers and many others.

Bakers realize that trucking operations are extremely important in the successful function of their business. Pies, cakes, cookies and breads lose much of their appeal when not delivered to the consumer virtually oven-fresh. Trucks, used properly, constitute an indispensable cog in the route of bakery goods from oven to consumer.

### Maintaining Schedules

Many bakers who have tried it contend that leased truck equipment is the most certain way to assure dependable and regular schedules. Not only that, but under a lease arrangement, sanitary aspects of interior care of the truck body are given special attention, along with the maintenance of a spic-and-span exterior appearance and smoothly functioning mechanism.

Bakery personnel are well trained in their specialty, be it sales, production or distribution. Too often, however, the bakery concern which owns and maintains its own delivery trucks turns over to a staff member skilled in bakery practices valuable truck equipment about which he knows no more than the average passenger car owner.

But, consider the case of the baker who feels that the operation of a fleet is occupying too much of his time and tying up too much of his capital. A truck leasing concern, whose single business is

### By Henry S. French The American Baker Staff

the economical operation of trucks for other people, is called in. Its representative makes an analysis of the baker's fleet and arrives at the number of trucks needed. He also, if necessary, assists in designing and procuring bodies that will utilize space to the maximum, at the same time minimizing loading and unloading problems, thus saving valuable time and bringing about a more economical delivery. The trucks will be painted and lettered to the specifications of the lessee and kept looking their best at all times. The public never knows that they are not the property of the bakery.

This baker is supplied with these trucks that are engineered to fit his needs. In effect, these trucks are working for him rather than requiring him to fit his business requirements to suit the limitations of his truck equipment.

If a baker chooses truck leasing over private ownership, advocates of leasing say this baker has eliminated a large investment; has eliminated the interest on that investment. He can now take capital that has been producing costs and put it into his bakery-production profits. He can make live dollars out of dead dollars.

He knows his delivery costs and can budget accordingly.

He has the benefit of complete insurance coverage—public liability and property damage, fire, theft, and collision.

His trucks are fully maintained for him during the night and serviced and inspected at regular intervals, eliminating breakdowns and delivery delays before they occur. He readily secures extra equipment for peak-load periods when needed, and additions to the fleet as required. He furnishes only the driver, yet maintains complete control of the truck.

### Buys Wholesale Mile

Under the truck-ownership plan, several years' supply of operating mileage is paid for at the time a truck is purchased. Thereafter, the per mile cost, although always there, is not fully realized,

with the result that a great supply of retail miles is used carelessly. In leasing the baker buys a wholesale mile and uses it as he needs it. This has the effect of making him "mile conscious" in his routing and distribution practices.

Who was first with the rent-a-truck and rent-a-car idea is still debated inconclusively. There were a few pioneer truck renting firms in the 20's. One of the earliest innovators of the idea is Walter L. Jacobs, president of the Hertz Driv-ur-Self-System, Inc., who started in 1920 in Chicago a car leasing firm called Rent-A-Ford, Inc. He boasted 12 Model T Fords at the start.

After four years of successful operation, the firm was bought by John Hertz, president of the Yellow Cab Co., Chicago. Under this ownership the Hertz Driv-ur-Self System was born, and was acquired by General Motors in 1926. The system still is a GM subsidiary.

In 1951, nearly 15,000 trucks leased by the Hertz System traveled more than 115 million miles. Hertz truck leasing volume in that year increased 12½%, as national volume for the entire industry increased approximately 10%.

The largest organization is known as the National Truck Leasing System, Inc., with headquarters in Chicago. Fred P. Baker, founder and president of Baker Truck Rental, Inc., Denver, is president; Howard Willett, Jr., head of the Willett Co., Chicago, is vice president, and Miss Martha Dunlap is executive secretary and manager.

The NTLS is made up of firms who pioneered truck leasing. These independent leasing companies provide service in more than 135 localities and 44 states. The combined fleet comes to an estimated 75,000 trucks.

Leasing firms, Miss Dunlap says, have won favor with bakers and other firms with delivery problems for a number of well-defined reasons. She enumerates some of them as follows:

"First, leasing relieves firms of large investments tied up in trucks, which, after all, are a sideline and not the main business of companies other than truckers themselves. The investments referred to are not only those necessary to buy motor trucks, but also those to maintain these vehicles, plus considerable manpower and overhead to operate a truck-transportation department.

"There also are such cost factors as insur-

# BLUEPRINT for security...

There is only one blueprint to follow for security . . . only one formula for sales success. And that is a preferred product.

To enable you to consistently produce baked goods that Mrs. Homemaker will buy . . . again and again . . . Midland offers you a choice selection of uniformly milled flours. Midland Flours are milled with the painstaking care and skill of experienced millers. Every known scientific method of testing, checking and re-checking is employed at each step of the milling process to assure uniform, top-quality flours. Naturally, this same care and skill is reflected right in your own shop through trouble-free production of the highest quality baked goods.

Let Midland Flours help put your baked goods on Mrs. Homemaker's "preferred list." It will pay you to use Midland Flour every time.



**Town Crier**  
flour

UNIFORMLY MILLED FLOURS BY  
**THE MIDLAND FLOUR MILLING COMPANY**  
NORTH KANSAS CITY, MO.



# WESTERN STAR KANSAS STAR GOLDEN CREST



No fooling, we can read your future in these "stars." It is smoother, better baking for you when you select the top-notch quality of these Star flours.

The WESTERN STAR MILL CO.  
SALINA, KANSAS



*She depends on  
her P/K  
Apron Bag*

She gets a gift from you when you pack your product in Percy Kent apron bags. These chic aprons are fashioned from beautiful, up-to-date prints... and the aprons are ready made... ready-to-wear. A package and premium all in one. No wonder the women all go for Percy Kent apron bags.



*Always Something New*

**PERCY KENT BAG COMPANY, INC.**  
KANSAS CITY • BUFFALO • NEW YORK

(patent no. 2,534,472)

ance, garaging, tires, taxes and repairs, requiring special resources, not forgetting situations such as having idle trucks or a shortage of them.

"Under leasing, the companies served pay only on the basis of trucks actually needed full-time. They know that when requirements are unusually heavy, they will have additional trucks available from the truck pools of their leasing companies."

A fairly typical bakery operation using leased trucks is found in the experience of Sugar 'n Spice, wholesale and retail bakers of Los Angeles. When recently beset with problems of delivery expansion, the firm turned to truck leasing for obtaining needed delivery trucks—when a study of their truck operating expenses showed that this type of operation is more economical than owning vehicles.

Through the California Truck Rental Co. of Los Angeles, Sugar 'n Spice made a leasing agreement. The baking firm supplies a complete line of more than 200 bakery items to the Raisin Markets, Inc., Jim Dandy, Cole's, Metricks', Market Town and others. Last November Sugar 'n Spice moved into new quarters, where it has five times the previous floor space and \$350,000 worth of new machinery.

Sugar 'n Spice uses special trucks. They are two-ton Chevrolet 12-ft. vans with special hydraulic lift gates. Bakery goods are loaded into wheeled cabinets which can be rolled onto the lift gate when it is lowered level with the ground. The gate then raises the cabinets to the level of the truck floor where the cabinets are rolled onto the truck. When loading is completed the hydraulic lift gate swings into position to become the tail gate of the truck.

#### Handling Eliminated

In this way, no handling of the merchandise is required from the time it is put into the cabinets at the bakery until it is removed from the cabinets and put onto display shelves at the market.

Phil Raisin, president of Sugar 'n Spice, points out that the trucks become available to the firm without capital investment and freed the capital tied up in the old trucks for use in business expansion. Added benefit to the firm came in the form of elimination of all the details and headaches of maintenance and supervision

which was necessary under the former system of private ownership.

Mr. Raisin says: "All we have to do is furnish the driver. The California Truck Rental Co. takes care of the rest."

How this leasing service, which is proving so successful for Sugar 'n Spice, is able to provide advantages over private ownership at lower cost, is explained by J. A. Thompson, president of the California Truck Rental Co., member firm of the NTLS.

"Sugar 'n Spice is expert in the bakery business and we are experts in truck operations. When we work together we both win."

The California Truck Rental Co. has a fleet of 600 trucks and operates six rental yards.

Leased trucks give bakeries cost and administrative advantages over the fleet-owning competition, according to J. M. Schneider, vice president of Rosen-Kaase Bake Shops in Cleveland and Akron, Ohio.

On the basis of his firm's experience, he cites lower operating costs, released company capital, and better

**ARNOLD**  
...of...  
**STERLING**

*Mills and Sells*

**"Thoro-Bread"**

(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

ARNOLD MILLING CO.  
STERLING, KANSAS

**"CREMO"**

*Just the Cream of Hard Wheat*

ALSO SEMOLINAS

**CROOKSTON MILLING COMPANY**  
CROOKSTON, MINN.

*May We Serve You?*

**E. P. MITCHELL COMPANY**



DWIGHT BUILDING, KANSAS CITY, MO.



# STAFF OF LIFE BECOMES A CUDGEL

★

**BRUSSELS, BELGIUM**—A woman storekeeper here recently heaved a loaf of bread at an armed robber, hit him squarely between the eyes and put him to flight when he tried to rob her grocery.

delivery service as chief factors favoring truck leasing over direct company ownership.

He says the company was able to face the lease vs. ownership question directly when the Rosen Bakery, Inc., Cleveland, consolidated with the Richard W. Kaase Co., Akron, forming Rosen-Kaase in 1950.

At that time Rosen owned and operated its entire fleet of delivery trucks. Kaase, of which Mr. Schneider was president, had been leasing equipment from the Hertz Driv-ur-Self System, Inc., since 1934.

When merger negotiations were in progress, M. B. Rosen, president of the new firm, expressed frank surprise when he found Kaase's trucking costs consistently ran 2% to 3% lower than Rosen's self-owned operation. On the cost basis alone, the entire combined fleet of 11 trucks was put under a lease agreement with Hertz.

"Release of capital funds previously tied up in trucks and truck maintenance facilities is an immediate advantage of leasing," Mr. Rosen says. "These funds invested in inventory can result in greater volume turnover and ultimately greater profits."

Additional advantages cited by the two executives include:

1. Truck leasing costs are known in advance, eliminating all extra book-keeping. Rosen - Kaase receives a single weekly bill covering its complete truck service.

2. Leased equipment is engineered for its job and—an important point for bakeries—is always smart looking and well maintained. Each Rosen-Kaase truck is lettered to company specifications. Regular and efficient washings are as important in maintenance as gas, oil, lubrication and repairs.

3. Only Rosen-Kaase employees are authorized to drive the trucks. Everything else is supplied by Hertz, including fuel, oil, insurance, and the depreciation reserve.

## Intangible Benefits

"Leasing provides various intangible benefits, extremely important to our business, but not subject to complete cost analysis," Mr. Rosen says.

As examples of these intangibles, both executives stressed improved service, economy and simplification of bakery deliveries, and executive freedom from fleet problems.

"Our lease agreement with Hertz," says Mr. Schneider, "saves us money by eliminating previously hidden costs of operating and maintaining our own fleet. Executive time and supervision never appear in cost analysis, yet trucking problems often take the time of a company president."

"Leasing enables us to put all operating problems and responsibilities in the hands of an organization that has had 28 years of automotive experience. Rosen-Kaase officials are free to devote their full time to the bakery business."

Mr. Rosen emphasized uninterrupted delivery made possible by leased trucks as another cost advantage of prime importance to bakers.

"Eight months after we signed

our combined agreement with Hertz," he recalls, "Cleveland was hit by one of its worst snowstorms in years. Yet Rosen-Kaase trucks were on the road and rolling, right behind the snowplows. Hertz put on extra equipment to insure our deliveries at the earliest possible moment, and we experienced no financial loss from undelivered and returned bake goods. Our customers more than appreciated this efficient service, which we would not have been able to render ourselves."

Mr. Schneider points out that under the lease agreement, Hertz supplies extra trucks for peak-of-season

deliveries or on other necessary or unusual occasions. The bakery is spared the expense of garaging and maintaining "stand-by" equipment against emergencies or unanticipated demand.

"On the basis of cost, convenience, and efficiency of operation," Mr. Schneider concludes, "Rosen-Kaase considers truck leasing an essential part of its bakery operation."

Intersecting lines drawn from Maine to California and from Washington state to Florida would cover the area in which bakers lease their trucks. In a recent survey, out of

127 wholesale bakers in Chicago, eight leased their rolling equipment. Four of those leased from the Willett Co. They are: The Burry Biscuit Co., Lloyd J. Harriess Pie Co., National Baking Co. and Cain's English Muffin Co.

The largest member of NTL—Metropolitan Distributors, Inc., New York City—has shops, trucks, garages, equipment and other assets employed of more than \$7 million. The operation exceeds 3,000 vehicles. Nearly 20 bakeries are included on the firm's list of accounts.

## LEVER BUILDS FOR THE FUTURE... New Los Angeles Plant ★

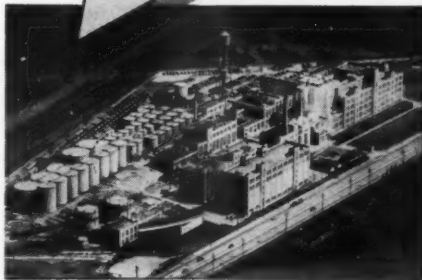


## NOW 3 GREAT PLANTS TO SUPPLY THESE 3 GREAT SHORTENINGS

**GILT EDGE**  
The finest  
in the emulsified  
shortening field.

**COVO**  
The all-purpose  
fully hydrogenated  
shortening.

**HYDORA**  
The Standard  
for all standard  
pure vegetable  
shortenings.



HAMMOND, INDIANA



EDGEWATER, NEW JERSEY

LEVER BROTHERS is growing with the baking industry. For many years we have been an important supplier of shortenings specially developed to fit

the industry's needs. Now we are expanding to match your growth... a modern plant in Los Angeles will join those in Hammond and Edgewater.

### DIRECTORY

For information concerning these 3 fine shortenings, contact the Lever Office nearest you as shown in this list:

<b>Boston</b> . 140 Federal St. (Room 1500) Boston 10 Liberty 2-2882	<b>Pittsburgh</b> . 330 Grant Street, Pittsburgh 19 Express 1200
<b>New York</b> . 445 Park Ave., New York 22 Murray Hill 8-3800	<b>Detroit</b> . 1249 Washington Blvd., Detroit 26 Woodward 2-5288
<b>Philadelphia</b> . 12 South 12th St., Phila. 7 Walnut 2-2236	<b>Syracuse</b> . 224 Harrison Street, Syracuse 2 Syracuse 3-7194
<b>Chicago</b> . 141 W. Jackson Blvd., Chicago 4 Wabash 2-4300	<b>Baltimore</b> . 14 So. Light Street, Baltimore 2 Saratoga 5691
<b>Cincinnati</b> . 15 W. 6th Street, Cincinnati 2 Main 2075	

## LEVER BROTHERS COMPANY

General Offices: 445 Park Ave., New York 22, New York

## Bar Type

## Cookies and Squares

Technical  
Editor

A. J. Vander Voort

## ALMOND FRUIT BARS

## Cream together:

1 lb. sugar  
10 oz. shortening  
¼ oz. cinnamon  
¾ oz. soda  
½ oz. salt

## Add gradually:

6 oz. whole eggs

## Stir in:

½ pt. good molasses  
4 oz. water

## Add:

12 oz. seedless raisins  
1 lb. fine chopped almonds

## Sift, add and mix in:

2 lb. 4 oz. cake flour

Scale into 20 oz. pieces. Roll out to bun pan length. Place three rolls on a greased bun pan and flatten out to about 2½ to 3 in. in width. Wash with an egg wash. Bake on double pans at 360° F. After baking, glaze with a thin water icing and sprinkle sliced almonds on top. Then cut into bars about 1¼ in. wide.

## APRICOT OATMEAL BARS

## Cream together:

2 lb. 6 oz. granulated sugar  
1 lb. shortening  
¾ oz. soda  
Vanilla flavor to suit

## Add:

8 oz. honey

## Stir in:

8 oz. whole eggs

## Then add:

1 lb. 2 oz. milk

## Stir in:

1 lb. 8 oz. chopped dried apricots

## Mix together, add and mix in:

3 lb. pastry flour  
1 lb. oatmeal

Scale off into 1-lb. pieces. Roll out round in strips the length of a bun pan. Place three strips on each pan and flatten out to about 3 in. in width. Wash the tops with milk or an egg wash.

Bake on double pans at about 375° F. When baked, ice with a thin water icing and cut into bars about 1¼ in. wide.

Note: Soak the apricots for about 10 min. before cutting them.

## APRICOT SLICES

## Cream together:

1 lb. 12 oz. granulated sugar  
8 oz. shortening  
1 lb. chopped dried apricots  
½ oz. salt  
¾ oz. soda  
¼ oz. cinnamon  
Vanilla to suit

## Add gradually:

8 oz. whole eggs

## Stir in:

8 oz. milk

## Add:

2 lb. 8 oz. chopped dried apricots

## Sift, add and mix in:

1 lb. 12 oz. pastry flour

Because they can be cut into various sizes and can be sold without icings or with several different icings, bar type cookies and squares present the baker with almost endless variety that has eye appeal and taste appeal. Generally, these are a richer type cookie than are those made by hand. Care should be used in production in order to get uniform results. Uniformity is a sales stimulator. It indicates to the customer that the cookies were made with care, and it prevents embarrassment by sales clerks when packaging orders.

Scale into 20 oz. pieces. Roll out to bun pan length. Place three pieces on an 18 by 26 in. bun pan and flatten out to about 3 in. in width. Wash with milk or an egg wash.

Bake on double pans at about 360° F. After the strips are baked, glaze them with a thin water icing. When nearly cool, cut into bars about 1¼ in. wide.

## COCOA-HONEY MACAROON SLICES

## Cream together:

1 lb. granulated sugar  
12 oz. shortening  
1 oz. soda  
¾ oz. cinnamon  
1 oz. salt

## Add:

6 oz. whole eggs

## Stir in:

1 qt. honey

## Sift together and add:

3 lb. pastry flour  
8 oz. cocoa

## Then add and mix in:

1 lb. macaroon coconut

Scale into 20 oz. pieces. Roll out to bun pan length. Place three rolls on each greased pan and flatten out to about 3 in. in width. Wash with milk and bake carefully on double pans at about 350° F. After slicing and when nearly cool, cut into slices about 1¼ in. wide.

Note: The strips may be covered with a thin coating of fondant before slicing if desired.

FRUIT BARS  
No. 1

## Cream together:

1 lb. 8 oz. granulated sugar  
8 oz. shortening  
½ oz. salt  
½ oz. soda  
¼ oz. ammonia  
1 oz. cinnamon  
¼ oz. ginger  
¼ oz. allspice  
¼ oz. cloves

## Add:

8 oz. whole eggs

## Stir in:

¼ pt. molasses

## Add:

10 oz. milk

## Mix in:

1 lb. 8 oz. fine ground cake or cookie crumbs

## Sift and mix in:

1 lb. 8 oz. flour

## Then add and mix in:

1 lb. seedless raisins  
8 oz. chopped nuts

Scale into 18 oz. pieces and roll out to the length of a bun pan. Place three strips on each pan and flatten out. Wash with an egg wash and then bake on double pans at about 375° F. When baked and cool, cut into bars 1¼ in. wide.

FRUIT BARS  
(No. 2)

## Cream together:

1 lb. 8 oz. sugar  
1 lb. shortening  
1 oz. soda  
1½ oz. salt

## Add gradually:

1 lb. 4 oz. honey

## Stir in:

1 lb. eggs

## Then add and mix in:

6 lb. raisins  
1 lb. pecan pieces  
2 lb. diced mixed fruit  
3 lb. cake flour

Scale into 20 oz. pieces. Roll out to bun pan length. Place on greased pans and flatten out to about 2½ in. width. Place three strips on a pan. Wash with egg wash and bake on double pans at about 370° F. When baked and nearly cool cut into bars about 1¼ in. wide.

## FIG OATMEAL BARS

## Cream together:

2 lb. granulated sugar  
1 lb. shortening  
¾ oz. soda  
1 oz. salt  
Lemon flavor to suit

## Add:

8 oz. honey

## Stir in:

8 oz. whole eggs

## Then add:

1 lb. 6 oz. milk

## Stir in:

1 lb. 8 oz. chopped figs (white)

## Mix together, add and mix in:

3 lb. pastry flour  
1 lb. oatmeal

Scale off into 1 lb. pieces. Roll out round in strips the length of a bun pan. Place three strips on each pan and flatten out to about 3 in. in

width. Wash the tops with milk or an egg wash. Bake on double pans at about 375° F. When baked, ice with a thin water icing and cut into bars about 1¼ in. wide.

## FIG NUT BARS

## Cream together:

2 lb. 8 oz. granulated sugar  
2 lb. brown sugar  
12 oz. cake or cookie crumbs  
2½ oz. soda  
1½ oz. salt  
¾ oz. cinnamon  
½ oz. allspice  
½ oz. ginger  
½ oz. ammonia

## Add:

½ pt. malt or honey

## Stir in:

1¼ lb. milk (variable)

## Add:

4 lb. chopped figs (soaked)  
1 lb. 4 oz. chopped walnuts

## Mix in:

7 lb. pastry flour

Scale into 20 oz. pieces. Roll out to bun pan length. Place three pieces on an 18 by 26 in. bun pan and flatten out to about 3 in. in width. Wash with an egg wash. Bake on double pans at 360° F. When baked and cool, cut into bars about 1¼ in. wide.

## HONEY BARS

## Cream together:

1 lb. granulated sugar  
12 oz. shortening  
1 oz. soda  
¾ oz. cinnamon  
¼ oz. ginger  
¼ oz. allspice  
1 oz. salt

## Add gradually:

6 oz. whole eggs

## Stir in:

1 qt. honey

## Add:

1 lb. macaroon coconut

## Sift, add and mix in until smooth:

3 lb. 8 oz. flour

Scale into 20 oz. pieces. Roll out to bun pan length. Place three rolls on a greased bun pan and flatten out to about 2½ to 3 in. in width. Wash with an egg wash. Bake on double pans at about 360° F. When baked and cool, cut into bars about 1¼ in. wide.

## HONEY DATE BARS

## Cream together:

2 lb. 8 oz. granulated sugar  
1 lb. 4 oz. shortening  
1½ oz. salt  
1½ oz. soda  
¾ oz. cinnamon  
Vanilla to suit

## Add:

1 lb. honey

## Stir in:

8 oz. whole eggs

## Then add:

1 lb. milk



**Add:**  
3 lb. 8 oz. chopped dates  
1 lb. chopped nuts

**Sieve and mix in:**  
4 lb. pastry flour

Scale into 20 oz. pieces. Roll out to bun pan length. Place three pieces on each bun pan and flatten out to about 3 in. in width. Wash with an egg wash. Bake on double pans at about 350° F. Allow to cool and then cut into bars about 1 to 1½ in. in width.

#### HONEY PEANUT BUTTER SLICES

**Cream together:**  
1 lb. granulated sugar  
10 oz. peanut butter  
8 oz. shortening  
1 oz. soda  
¼ oz. cinnamon  
1 oz. salt

**Add gradually:**  
6 oz. whole eggs

**Stir in:**  
1 qt. honey

**Mix together and add:**  
1 lb. macaroon coconut  
1 lb. 8 oz. chopped roasted peanuts  
3 lb. 8 oz. cake flour

Scale into 20 oz. pieces. Roll the pieces out to bun pan length. Place three rolls on a greased bun pan and flatten out to about 3 in. in width. Bake on double pans at about 360° F. After baking and when nearly cool, cut into slices about 1¼ in. wide.

#### PECAN NUT BARS

**Cream together:**  
1 lb. sugar  
10 oz. shortening  
¼ oz. cinnamon  
¾ oz. soda  
½ oz. salt

**Add gradually:**  
6 oz. whole eggs

**Stir in:**  
½ pt. molasses  
¼ pt. water

**Add:**  
12 oz. seedless raisins  
1 lb. chopped pecans

**Sieve and mix in:**  
2 lb. 4 oz. cake flour

Scale into 20 oz. pieces. Roll out to bun pan length. Place three rolls on a greased bun pan and flatten out to about 2½ to 3 in. in width. Wash with an egg wash. Bake on double pans at 360° F. After baking glaze with a thin water icing and sprinkle sliced pecan nuts on top. Then cut into bars about 1¼ in. wide.

#### RAISIN NUT BARS

**Cream together:**  
6 lb. granulated sugar  
3 lb. shortening  
½ oz. cinnamon  
1½ oz. soda  
2½ oz. salt

**Add:**  
4 lb. ground seeded raisins

**Mix in:**  
12 oz. eggs

**Stir in:**  
½ pt. molasses

**Add:**  
1 lb. 8 oz. milk

**Sift together and fold in:**  
8 lb. unbleached pastry flour  
1 oz. cream of tartar

**Add:**  
3 lb. 8 oz. seedless raisins  
1 lb. 8 oz. chopped Brazil nuts

Scale into 20 oz. pieces. Roll out to bun pan length. Place three rolls on a greased and dusted bun pan and flatten out to about 2½ to 3 in.

in width. Wash with egg wash. Bake on double pans at about 360° F.

As soon as they are removed from the oven, glaze the strips with a thin water icing. After they are cooled, cut into bars of desired width.

#### RAISIN BARS (No. 1)

**Cream together:**  
1 lb. granulated sugar  
10 oz. shortening  
¼ oz. cinnamon  
¾ oz. soda  
½ oz. salt

**Add gradually:**  
6 oz. whole eggs

**Stir in:**  
½ pt. good molasses  
4 oz. water

**Add:**  
2 lb. seedless raisins

**Add and mix in:**  
2 lb. 4 oz. cake flour

Scale into 20 oz. pieces. Roll out to bun pan length. Place three rolls on a greased bun pan and flatten out to about 3 in. in width. Wash with an egg wash. Bake on double pans at about 360° F. After baking and when nearly cool, cut into bars of desired size.

#### RAISIN BARS (No. 2)

**Cream together:**  
1 lb. granulated sugar  
8 oz. shortening  
1 lb. ground seeded raisins  
½ oz. salt  
½ oz. soda  
¼ oz. cinnamon  
Lemon flavor to suit

**Add gradually:**  
8 oz. whole eggs

**Stir in:**  
4 oz. milk

**Add:**  
2 lb. 8 oz. seedless raisins  
8 oz. chopped pecans or walnuts

**Sift, add and mix in:**  
1 lb. 12 oz. pastry flour

Scale into 20 oz. pieces. Roll out to bun pan length. Place three pieces on an 18 by 26 in. bun pan and flatten out to about 3 in. in width. Wash with milk or an egg wash. Bake on double pans at about 360° F. After the strips are baked, glaze them with a thin water icing. When nearly cool, cut into bars about 1¼ in. wide.

#### RAISIN BARS

**Cream together:**  
5 lb. brown sugar  
2 lb. shortening  
1½ oz. salt  
½ oz. cinnamon  
1 oz. ammonia  
3 lb. ground seeded raisins

**Add gradually:**  
1 lb. eggs

**Add:**  
4 lb. seedless raisins (slightly chopped)

**Stir in:**  
1 lb. 6 oz. milk

**Then add and mix in:**  
6 lb. 8 oz. pastry flour

Scale into 20 oz. pieces. Roll out to bun pan length. Place on greased pans and flatten out to about 2½ in. width. Place three strips on a pan. Wash with egg wash and bake on double pans at about 370° F. When baked and nearly cool cut into bars about 1¼ in. width.

#### FUDGE SQUARES

**Cream together:**  
2 lb. 6 oz. granulated sugar  
10 oz. shortening  
6 oz. butter  
1 oz. salt  
6 oz. cocoa  
Vanilla to suit

**Add:**  
12 oz. corn syrup  
**Add gradually:**  
12 oz. whole eggs

**Stir in:**  
4 oz. milk

**Sift and add:**  
1 lb. 8 oz. cake flour

**Then add and mix in thoroughly:**  
8 oz. chopped walnuts  
8 oz. chopped pecans

Place in a well greased and dusted bun pan 18 by 25 in. Spread out evenly and then bake at about 375° F.

When baked and cool, ice with the following icing.

#### Chocolate Icing

**Mix together:**  
5 lb. powdered sugar  
4 oz. corn syrup  
½ oz. salt  
Vanilla to suit

**Add gradually:**  
1 lb. warm water (120° F.)

**Mix in:**  
12 oz. melted bitter chocolate

**Then mix in until smooth:**  
4 oz. melted butter

When the icing has set, cut the sheet into 2 in. squares.

#### MACAROON COCONUT SQUARES

Line an 18 by 26 in. bun pan with a short paste dough made from the following formula.

**Mix together:**  
1 lb. powdered sugar  
2 lb. butter  
Vanilla to suit

**Add gradually:**  
8 oz. whole eggs

**Sieve, add and mix in until smooth:**  
3 lb. cake flour

Roll the dough out to about 3/16 in. thickness and line the pan. Then prepare the following filling and spread this evenly in the lined pan.

#### Macaroon Coconut Filling

**Mix together:**  
1 lb. 8 oz. granulated sugar  
1 lb. 8 oz. macaroon coconut  
¼ oz. salt  
1 lb. 8 oz. whole eggs  
4 oz. flour  
Vanilla flavor to suit

Place on a fire and heat until lukewarm, stirring constantly to prevent scorching. Then place the mixture into the lined pan and spread out evenly. Bake at about 340 to 350° F. After baking and when cooled, cut into squares of desired size. Usually they are cut into 2 in. squares.

If desired, before cutting, a thin icing may be run over the top in criss-cross lines. This may be done by dipping the fingers in the icing and then running the hand in criss-cross fashion over the top or by pouring the icing in a container having a number of holes in the bottom and using the same procedure.

The color and flavor of the icing may be changed to suit the individual baker.

#### CHERRY SQUARES

**Mix together:**  
1 lb. melted shortening  
14 oz. melted butter  
1 lb. 12 oz. brown sugar  
Vanilla to suit

**Sift together:**  
2 lb. 12 oz. pastry flour  
2 oz. soda  
¾ oz. salt

**Add:**  
1 lb. 8 oz. oatmeal (quick cooking)

Then add this mixture to the sugar and shortening. Mix into a mealy dough.

Use one half of this mixture to line the bottom of a well greased bun pan. Then spread a layer of cold cherry filling on top of this. Cover the cherry filling with the balance of the mealy dough. Smoothen out carefully and sprinkle a little granulated sugar on top.

Bake at about 350° F. When cool, cut into bars of desired size.

#### Cherry Filling (Canned)

Draw the juice from one No. 10 can of cherries. Add enough water to make 1 qt. liquid.

**Place this on the fire to boil with:**  
1 lb. 4 oz. granulated sugar

**Then mix together:**  
12 oz. granulated sugar  
½ oz. salt  
3½ oz. fine ground tapioca (40 mesh)

When the juice begins to boil, stir the sugar and tapioca mixture in slowly and keep stirring until the juice clears and thickens. Remove from the fire and add the drained cherries. Stir in carefully.

Note: The amount of sugar to use may vary, depending upon the sweetness desired. Cornstarch may be substituted for tapioca. Cool the filling thoroughly before using.

#### CHOCOLATE FUDGE SQUARES

**Mix together and allow to cool:**  
11 oz. melted bitter chocolate  
7 oz. melted shortening  
7 oz. melted butter

**Beat together until light:**  
1 lb. 6 oz. whole eggs  
3 lb. granulated sugar  
¾ oz. salt

4 oz. honey or invert syrup

**Add gradually:**  
11 oz. boiling water  
Stir in the melted chocolate mixture.

**Sift together and mix in until smooth:**

1 lb. 11 oz. cake flour  
½ oz. baking powder

**Then stir in:**  
8 oz. chopped walnuts

This is enough for one 18 by 26 in. bun pan. Bake at about 350° F. After baking and when cool, cut into squares of desired shape.

#### CHEWY FUDGE SQUARES

**Cream together:**  
2 lb. 4 oz. granulated sugar  
1 lb. shortening  
1 pt. corn syrup  
½ oz. salt  
¼ oz. cinnamon

**Add gradually:**  
1 lb. 8 oz. whole eggs

**Then add:**  
12 oz. melted bitter chocolate

**Sieve together, add and mix in until smooth:**

1 lb. 4 oz. bread flour  
¾ oz. baking powder

**Then add and mix in:**  
1 lb. 8 oz. chopped walnuts.

Deposit into a well greased and dusted 18 by 26 in. bun pan. Spread out evenly and bake on double pans at about 350 to 360° F. After baking and when cooled, cut into squares of desired size.

Note: Cream this mix very little because overcreaming causes cracks in the tops and may even cause the mix to run over the sides of the pan. This mix will rise and then fall slightly during baking. Allow it to fall completely before removing it from the oven to prevent the center from being raw. If desired, the top may be iced with the chocolate icing given with the ginger square formula before cutting into squares.



## Minnesota Meeting Attracts 512; Opportunities Stressed

By FRANK W. COOLEY, JR.  
Editor of The American Baker

ST. PAUL — Opportunities and problems in both the management and production phases of bakery operations were discussed by speakers at the 34th annual convention of the Associated Bakers of Minnesota, held May 12-13 at the St. Paul Hotel here.

A discussion of current problems of wholesale bakers was the feature of the opening session of the convention the morning of May 12. E. J. Sperry, E. J. Sperry Publications, Chicago, was the featured speaker at this meeting designed for wholesalers. Mr. Sperry cited the profit leaks in wholesale baking operations and warned his wholesale baker audience to tighten up in the control of their businesses if they wished to maintain profitable operations in the future. He complimented Minnesota wholesalers on their past record in regard to the competitive situation, but he warned that the industry must always be on guard against inroads of bad practices.

### Waste Cited

Mr. Sperry stressed particularly the increasing stales loss, which he reported currently at 3½%. He pointed out how this loss is cutting sharply into profits. He also pointed out that there is an average of 4% waste in wholesale bakery operations in addition to stales losses.

The first general session of the convention was held the afternoon of May 12, with Joseph Tombers, Purity Bakeries Corp., St. Paul, serving as session chairman.

Martin Olson, Bungalow Bakery, St. Paul, president of the Associated Bakers of Minnesota, stressed the importance of the baking industry in the nation's economy and pointed out that the "welfare of the industry nationally is important to each individual baker because it affects the welfare of our own business."

### Cleanliness Urged

Mr. Olson urged bakers to "give people what they want," to modernize their shops and to intensify their merchandising programs. He cited the importance of cleanliness in their bakery and its customer and public relations efforts. He urged bakery owners to promote friendliness in their sales stores and cited the importance of attractive displays, quality products and adequate lighting. All of these factors, he pointed out, have been rated ahead of price as important factors affecting consumer buying habits.

"Trends in the Baking Industry" were discussed by W. E. Lingren, The American Baker, Minneapolis. The subject of frozen doughs and frozen products was cited as the "hottest thing" under discussion at bakers' conventions around the country this spring. Mr. Lingren sighted some of the advantages of introducing a bakery freezer into a bakery's operations and urged retail bakers to investigate how this new technique could be fitted into their own individual shops.

He urged the retailers to make full use of the merchandising ideas and sales programs offered by allied trades firms. He reported that bakers in all parts of the country have had outstanding sales successes in using the specialty cake promotions offered as a package campaign.

Turning to the wholesale segment

of the industry, Mr. Lingren said that the current trend, "if it can be called that," is one of more sales and less profit. He reported the decline in net profit for the seven large baking companies during the past year in the face of increasing dollar sales.

"The management job in an industry that has a frozen price system while its major cost items are not under similar control," he said, "is obviously a most difficult one and

the executives of the baking industry merit praise for showing any profit at all."

### Rough Future Seen

He warned the bakers to prepare themselves for "the rocky road ahead." He reported the increase in stales from 3% in 1950 to 3.8% in 1951 and pointed out that the increased loss in stales during this period, plus the increase in labor costs, was about equal to the decrease in net profit of most wholesale bakeries.

"Therefore," he said, "one constructive thing the wholesaler can do to improve his profit picture is to wage a war on the stales problem."

E. Elmer Hanson, president of the W. E. Long Co., Chicago, addressed the session on "Management Objectives."

### Ingenuity Needed

"We must apply analytical reasoning and creative ingenuity in a greater degree than ever before," Mr. Hanson said. "Today the baker must be first of all a skillful businessman."

"No business can stand still," he said. "The business must expand and its organization must become more effective or the business will become stagnant and lose ground. The direction in which a business moves is a responsibility of management."

Mr. Hanson cited the principal fac-

Warner Bros. Technicolor Featurette

## "Land of Everyday Miracles"

helps you promote . . . . .

*Scene after scene* of this vividly colorful motion picture glorifies Bread. *Bread* for delicious sandwiches . . . *Bread* for mealtime . . . *Bread* for snacks . . . and a climactic sequence of *Bread on a Picnic*.

*With all the showmanship that Hollywood is noted for*, "Land of Everyday Miracles" dramatizes all the goodness and enjoyment there is in Bread for all America to see.

*This story has already reached 12,548,651 Bread Customers . . .* in just 88 days after its nation-wide release to first-run theatres in all 48 states. During the month of July (National Picnic Month) it is estimated that 2,403,808 people in 340 theatres throughout the country will see "Land of Everyday Miracles."

*Your Fleischmann Man is ready now* with a new Variety Bread-Sandwich Merchandising Plan that can link your bread with current nation-wide promotion. This new Plan co-operates with the excellent Bakers of America Program—actually extends "Picnic Time" for many months . . . helps increase your customers' appreciation and consumption of bread.

Ask your Fleischmann Man for this new Sandwich Merchandising Plan

ANOTHER  
FLEISCHMANN  
SERVICE



tors which enter into making an efficient sales operation. He pointed out that every effort should be devoted to improving bakery operating efficiency. He said that some of the major contributing causes of inefficiency in bakery operations were (1) obsolete equipment and layout, (2) high labor turnover, (3) faulty planning of shop schedules, (4) improper directing of sales activities and (5) weak supervision.

"Bakery management must pay attention to the human element as an important factor in the making of profits," Mr. Hanson said.

He cited the importance of selec-

tion and training of key men in a bakery's operations.

"Labor must be educated to recognize that labor and management have a common interest in efficiency bakery operations," he said.

Current plans for the Bakers of America Program were reported by Robert Quinlan of the program's headquarters staff, Chicago. Mr. Quinlan reviewed the development of the Bakers of America Program and cited the values it has brought to all types of bakers individually and to the industry in general.

Plans for a bakers-millers promotion at the August Minnesota State Fair were announced by Mr. Tom-

bers. He said that the development of these plans was now under way and urged the cooperation of the bakers throughout the state in bringing them to completion. The exposition at the fair will be designed to create greater public acceptance of bakery foods and to explain the nutritional excellence of bread and bakery products, playing up the importance of these products in the diet. A display of flour and bakery products is planned at the exhibition booth and a model bakery installation will be in operation daily during the Fair.

Mr. Tombers said that plans called for the appearance of nationally popular radio and television enter-

tainers. He pointed out that the plans for the promotion offered a great opportunity to the baking industry to impress upon the consumer the importance of bakery foods.

Final speaker on the afternoon program of May 12 was Dave Crockett, sales training manager for Minnesota Mining and Manufacturing Co., St. Paul. Mr. Crockett reviewed sales fundamentals applying in all industries and pointed out that "nothing happens until something is sold."

Bakery servicemen dominated the program of the second day of the convention May 13. J. J. Vavra, California Raisin Advisory Board, Fresno, Cal., presented a demonstration of cake icings in a session designed for retail bakers the morning of May 13. He showed the various steps in the formation of orchids and other flowers used in decorating cakes and presented a display of decorated cakes for parties and other special occasions.

A. J. Vander Voort, head of the Dunwoody Baking School and technical editor of *The American Baker*, Minneapolis, was in charge of the afternoon program May 13. Opening feature of the session was a production panel including O. J. Pickens, Wilson & Co., Chicago; Lloyd A. Miller, Procter & Gamble, Chicago, and Arthur Forsman, Red Star Yeast & Products Co., Milwaukee.

#### ARBA President Speaks

B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., president of the Associated Retail Bakers of America, addressed the session following the production panel. Mr. Godde cited the program of the national retailers' group and pointed out how this program is of value to the baking industry as a whole and to the individual bakers participating as members in the ARBA. He pointed out the problems in baking operations but charged that the "responsibility for our problems lie with the individual retail baker who has not cooperated in support of his association."

The subject of bakery freezers was covered by Larry Foster, Foster Refrigerator Co., Hudson, N.Y., in the final talk on the program. Mr. Foster cited the "wild claims" regarding the advantages of using a freezer in a bakery operation and he outlined what bakery freezers can do in the production and distribution phases of operating a bakery.

He said that the freezer is a "production tool" and he outlined how a bakery freezer can be fitted into the baking process by bakers learning the art of using the time saved.

"The bakery freezer causes a major change in your thinking," he said. "You no longer have a rush problem."

The highlights of the entertainment portion of the convention were the annual banquet held the evening of May 12 and the "Hoo-Pee-Par-Tee" sponsored by the Minnesota Allied Trades in Baking Industry the evening of May 13.

Hugo Schuh, Dutch Bakery, St. Paul, served as general convention chairman. Mr. Schuh is also president of the Associated Bakers of St. Paul. Attendance at the meeting totaled 512 bakers, allied tradesmen, and guests.

Election of three new directors of the Associated Bakers of Minnesota was announced during the convention. They are: Ray Wuollet, Wuollet's Bakery, Minneapolis; William Kraft, Hove Co., Inc., Minneapolis, and George Abel, Ramaley Catering Co., St. Paul. New officers of the association will be announced later following a meeting of the board.

# "Picnic Month"



This is one of the great pictorial climaxes of "Land of Everyday Miracles"—a typical American family, enjoying the "everyday miracle" of Enriched Bread, on a Picnic.





**NEW FLOOR TREATMENT**—Shown above is the interior of the shop of Mrs. Strand's Bakeries, St. Paul, where a new method of floor care treatment now is being used.

## A Floor Care Program for the Small Bakery

By C. M. Strand  
Mrs. Strand's Bakeries  
St. Paul

**M**ANY times the small or medium sized bakery operator is not aware of how much the maintenance of his floors is costing him. Because his floor areas are not so large, he doesn't consider that any certain method of floor treatment would save him enough money in time and materials to be worthwhile. Neither is he aware of the fact that he might be spending more money than is necessary on floor repairs or replacements because of improper floor care or just plain neglect.

Until recently, floor maintenance was costing us too much, both in money and in work. We were scrubbing floors once each week and hand scraping food spillage every day. This scraping made it necessary to reseat the floors every two or three weeks.

### New Method

We have introduced a new method of floor care in one of our retail bakeries which has about 3,000 sq. ft. of floor space. The treatment was started by resanding the floors to remove all the dirt and the old finish completely. Then we applied two coats of a new sub-surface emulsion seal to hold the floor bright in color and to condition the sub-surface for the surface seal or preserver to follow.

The sub-surface seal was applied with a wet mop to insure thorough penetration. Both coats were buffed with a rotary floor machine and coarse steel wool disc. Next the floor was ready for two coats of preserver, the hard, smooth surface seal. These were applied with a lamb's wool applicator, allowing approximately 1½ hours between coats for drying. Both coats of the surface seal were thoroughly buffed with the floor machine and coarse steel wool disc.

### Crevices Sealed

Under this method of floor treatment, cracks and crevices were completely sealed shut, and the wood

surface made wear resistant. Up to now we have replaced the floor in this plant twice in 15 years. Since the initial treatment our floors have required no over-all resealing, and judging from our experience, it will probably be about two years before resealing will be necessary. Heavy traffic areas may need touching up periodically depending on usage.

Floors require only a daily dry sweeping and a weekly damp mopping. Hand scraping is eliminated. Even such food as raisins and frostings are controlled by the weekly damp mopping and a steel wooling with the floor machine once a month.

We estimate the saving is approximately \$900 per year on this one shop alone. This figure also represents about one half our former floor maintenance costs.

## SPECIAL SET-UP PLANNED FOR NEW YORK BAKERS

**NEW YORK**—The June 15-19 convention and exhibit of the New York State Association of Manufacturing Retail Bakers will provide special facilities for bakers, their families and guests who stay at the Hotel Statler, headquarters for the convention.

Arrangements have been made for continuous buffet service, for music and dancing, in addition to the usual conveniences offered by the hotel, so that no one has to leave convention quarters. An interesting program of general activities will start Sunday morning, followed by speakers, panel discussions, a banquet and general merriment. Cakes and other special products will be displayed in a special room and the convention office will be located close to the exhibition section, just off the Promenade, adjoining the parlor where a Brauhaus will be set up to supply refreshments to visitors at all times.

Leo Fischer and Fritz Schmidt, co-chairmen, are assisted by Otto Wintermeyer and Joseph Heppt and other members of the two Queens associations, who will act as hosts. Julius Busch, 52-86 79th St., Elmhurst, L.I., is the general secretary.

## Interest in Leverton Diet Continues; New Version Added

**CHICAGO**—Another weapon in the "Common Sense Weight Reduction" conflict against the feeling that bread is fattening has been produced by Dr. Ruth M. Leverton of the University of Nebraska.

This new 10-day version of the "common sense" reducing diet includes 1,200 and 1,600 calorie menus similar to those used in Dr. Leverton's original study which took an average of 19.2 lb. off 12 overweight young women in 54 days, but have been expanded to provide variety and interest.

Enriched white bread is included at every meal as a necessary aid to health during the diet period.

Additional publicity was gained for the Leverton diet by its inclusion in the current issue of Look magazine, where this "bread diet" is included in a list of the "seven basic diets."

"No one food is fattening"—the magazine echoes Dr. Leverton's statement in the headlines of its article, called a "basic diet roundup" which gives "seven choices of ways to shed pounds."

"The old idea that bread is fattening and must be left out of reducing diets was blasted last year by a University of Nebraska study in which Dr. Ruth Leverton placed 12 overweight students on a diet—carefully balanced—including bread with butter or margarine at every meal," the magazine states.

"Bread in diet actually cuts food costs, and provides important food values," Look says.

The diet is being submitted by the Wheat Flour Institute to the Coun-

cil on Foods and Nutrition of the American Medical Assn., in application for the council's seal of acceptance. As soon as a decision is reached on the use of the seal, copies of the diet will be made available to the baking and milling industries.

According to the Millers National Federation, a promotional program is being developed around the new 10-day version of the Leverton diet. Popular interest in the diet is perhaps greater than ever following the Look article, the appearance of Dr. Leverton's excellent book, "Food Becomes You," and the featuring of the diet in the April issue of Forecast magazine.

"The nation's press has broken out in a rash of weight-reduction diets since the introduction of Dr. Leverton's original research," the federation said recently. "The meat industry began advertising a diet planned on the same general pattern. The milk industry also released a reducing diet developed at Michigan State University. Dr. Leverton's diet continues to lead these and a wide variety of other diets."

—BREAD IS THE STAFF OF LIFE—

### TO TOUR GMI PLANT

**LOS ANGELES**—Members of the Master Bakers Retail Assn. will be entertained by General Mills, Inc., in June. The company will be host at a dinner and bakers will be shown through the milling plant that is one of the largest in the world. It is expected that this year's turnout will break last year's record, set when the retailers were guests of the General Mills, Inc., management.



Edwin L. Brunken



Kenneth E. Roberts

## SANITATION INSTITUTE ESTABLISHES BRANCHES

**ST. LOUIS**—The American Sanitation Institute, St. Louis, which was founded Jan. 2, 1952, as a division of the Hugel Co., Inc., of that city, has announced that branch offices are now to be established in different parts of the country.

Dr. Edward L. Holmes, executive director of the institute, states that the firm is assigning two sanitarians to operate out of cities distant from St. Louis.

Kenneth E. Roberts, who before becoming associated with the American Sanitation Institute served as a supervisory food inspector in the District of Columbia Health Department in Washington, D.C., is now working out of Columbus, Ohio. He will specialize in the institute's work in the states of Ohio, Indiana, western Pennsylvania and western New York.

Edwin L. Brunken, who, together with Dr. Holmes, was formerly associated with the American Institute of Baking, is serving Nebraska, Iowa, Kansas and western Missouri, with headquarters at Lincoln, Neb.



*Helps build your reputation  
as a baker of the finest cakes*

# PIKES PEAK

## CAKE FLOUR

*The COLORADO MILLING & ELEVATOR COMPANY General Offices: DENVER, COLO.*



## Bakery Merchandising

# Improved Baked Foods Department Spells Success

**By Durwood I. Bane**  
**Bane's Supermarket**  
**South Boston, Virginia**

**I**F I MADE the statement that a change in my attitude toward my baked goods department has spelled out the difference between success and failure in the grocery business, I'd probably be regarded as a fit candidate for a mental institution. But I do make that statement—and it is a fact, fantastic though it may sound. I'll try to trace it out in detail.

Less than two years ago, I operated an independent retail food store in a good location in a prosperous little community in southern Virginia. South Boston is a tobacco center, one of the finest tobacco markets in the world, and, as such, it has its good seasons and its bum ones, and sometimes the going has been pretty rough. My business had begun to dwindle and I felt myself slipping. I knew what I needed—more people to buy more from me.

About the time all this was running through my mind, I had a visit from Harold K. Wilder, the secretary of the Virginia Bakers Council, who was on his way to Danville to hold a meeting of grocers to show them the first in the NARGUS Better Stores Program films. We got to talking about baked goods sales. I made the statement that I didn't sell enough bread and cake to pay for the bother. "Well, it's no wonder," observed Mr. Wilder, as he gave a fairly contemptuous glance at what passed for a baked goods department. "Look at the way you display it—almost hidden in a dark corner on a shelf. What's the matter—are you ashamed to let people know you handle baked goods?"

We got to talking about the way a good baked goods department, in a good store, draws traffic and creates business for the whole store. He got me to promise to go over to Danville (30 miles away) that night to attend the NARGUS program. After he left I got to thinking about one part of his remarks—"... a good baked goods department in a good store." Mentally I went over my whole store. Finally I decided that I had neither a good baked goods department nor a good store.

### "Soul-Searching Pays Off"

Soul-searching is a pretty rugged job, but it pays off. It did in my case. I made up my mind, after seeing the first of the NARGUS Better Stores film that I was not going to operate a store which simply did not measure up to what a modern store could be. I realized how completely out of step I was with the modern procession and I wanted to get back on the beam before my friends found out the truth.

So I got busy and started planning. In my case, it was a major operation; to try to revamp the old store was practically hopeless. Fortu-

nately, the building adjoining my store was vacant and for rent. I leased it as it was and built a completely new store from scratch. I mean that literally—we put in new floors, refinished the walls and ceiling, and put in a new front. It was a complete job. That was in December, 1950—at least that was when the new store was opened.

What follows here is a review of our first year's operation. Of course, we made a lot of mistakes. I tried to buy bargains in the way of equipment. I learned that bargains come high. I fell for some fast talk on some other equipment. I tried to save money by doing some of the work myself. This I don't regret, because the time I had previously devoted to the neglect of my business, I put to good use.

At the end of our first year under the new set-up, I found that our total sales had more than doubled. I'm now proud of my store. My fellow townspeople are proud of the new store, and they show it in their patronage. Many of my old customers who had left me for one reason or another came back. People I had never seen before are now good, steady customers.

### Baked Foods Total Zooms

And my baked goods sales, which barely ran 1% of my total sales in the old place are now running well over 14% of my total sales. Dairy products are up three times what they were on the old basis.

But my baked goods made the

best showing. In the old store, and in a spirit of mistaken loyalty to a local baker who has been extremely kind to me over the years, I stocked no products other than his. Today, my sales of his products are higher than ever, in spite of the fact that I now handle seven bakers' products, and the additional profit from the increased sale of baked goods is more than enough to pay the carrying charges on the investment I had to make in store changes and equipment—and have something left over.

**My baked goods department is not large—actually it is 9 by 3 ft.—27 sq. ft., not counting the aisle space. Counting aisle space, it probably takes up about 60 sq. ft.—a little over 2% of my actual selling area, but it accounts for well above 10% of my total sales (14% in some periods).**

Fortunately, the baked goods department is well located—in the center aisle, directly back of the check-out. Customers pass it on the way in—and on the way out, as you can see from the picture. Cakes and all sweet goods are on the side which the customer passes, to her left, on the way in. Personally I think this is an ideal location for cakes. It takes advantage of impulse buying before the customer is exposed to other desserts, cake mixes, etc., and I'm just as well satisfied with a cake sale as I am with the sale of a mix package or raw ingredients. In fact, I make more money on a cake.

Another factor which I think has helped keep our baked goods sales high is that we do not let the bread men put up the stock. We have deliveries made in the rear, and we check every item, thus cutting down possible errors. When we find that certain products don't sell in proportion to what the boys leave, we cut down. As a result, our stock of baked goods turns over rapidly—and we don't have anywhere near the sales we did when we paid no attention to what was left. We all make mistakes and honest men don't mind being checked up on, and the others get found out. So checking pays off.

I realize my case is unusual because I neglected my baked goods in the first place. But I feel that the wise counsel and sage advice I got from the bakers' association was a big factor in helping me to get a proper perspective on my own business and putting me on the right track. And I'm certain that seeing the NARGUS films helped me a lot. All these things tied in together and helped me to change my attitude about food, baked goods and store operation generally.

It is certainly true that "trade goes where it is invited and stays where it is well treated."

It is also true that within normal limitations, any grocer can increase his baked goods sales if he wants to put forth a little effort. In my own case, the increased sales of baked goods are actually financing the whole changeover—and the whole venture is paying off, despite a lot of mistakes, far better than I ever dreamed it would.

I learned also, that while it costs much to be progressive, it costs more not to be. In these days, you either grow or you go.

—BREAD IS THE STAFF OF LIFE—

## Let's Make Good Use of Proved Display: "AIDA"

Every alert bakery shop operator attempts, either casually or systematically, to achieve the ideal in display, AIDA: Attention; Interest; Desire; Action.

Many "miss the boat" with a resultant loss in potential business. To advertise and promote a particular product, even the traditional week end special, and then fail through inept display to build a steady customer, is to diminish the return which should be appreciated. But, what factors are essential?

COLOR is a very important consideration. The day when an immaculate appearance, with sterile white employed, was sufficient has passed. With strong competition, it is necessary to inspire sales through the use of emotional colors. One firm became too enthusiastic in this respect. Calling in an interior decorator, they planned the entire shop and window backgrounds around the new, so-called "deep" shades. Modification



Convenience to the Check-Out Counters Make the Baked Foods Department Pay Off on Impulse Buying



was necessary for a consistent ringing of the cash register. While customers do not want chocolate brown and caramel combined in a bakery outlet, they do want color. The emotional shade of red was varied in tones ranging from mauve to pink with highly satisfying results. The unit sale was increased with the atmosphere inviting each person to purchase more than the cake, or pie, or hard rolls he had come in intending to choose.

THEME must also be studied. To display wedding cakes in a snow scene is to inspire a smile on the part of customers and not result in sales. The tradition of spring-summer and wedding cakes must be observed. For aggressive promotion, no one motif can be established and utilized on a year round basis. The background which proves effective in selling Hot Cross buns would not contribute to the sale of fruit cakes. A study of the basic merchandise being displayed, combined with a suitable background, stimulates any person passing to enter and buy.

INTERIOR PLANNING cannot be based upon hard and fast rules. Have you tested to determine the traffic locations within your shop? A shifting of sweet rolls from simply one end of the counter to the other can result in increased sales. A frequent shifting to take full advantage of the key sections in your store will not only assist in a particular promotion, but will encourage regular customers to break a habit pattern and buy that something new.

Another essential point in store planning is to create spacious aisles; preferably staggered, for progress throughout the entire sales area. Basic items can be combined with "impulse" purchases for an accelerated unit sale.

GIMMICKS give a firm that "shot

in the arm" any baker can use occasionally. Take your fundamental knowledge of applied psychology and use it once or twice a year. Under this category falls such things as a blacked-out window (a 15¢ can of Bon Ami will do the job) with just a central section left free. An exquisitely decorated cake, if that be your specialty, can be displayed on a platform within the section. The situation defies any person to walk past without glancing in to see what lies within the window. Used infrequently, it builds all important public awareness and results in conversation among residents.

Another proved commodity is life within the window or the store itself. If you are walking past a building and there is motion within, the eye immediately shifts in that particular direction. While this has been the principal argument in favor of backless windows, it is not always enough. A demonstration attracts attention. How much time and effort would it take to place your cake decorator before the exterior window for a day or two at a time? The lay person is fascinated to see how it is done.

Another effective gimmick is to take one corner in the shop and place all day-old merchandise on it. It can be wrapped in cellophane and placed on the table. The disarray of display itself leads people to believe they are obtaining a bargain. The wrapping process will result in the individual buying the package of six, rather than the four he would probably have chosen from the tray behind the counter. Store traffic is increased as the result and day-old merchandise sells more quickly.

The antiquated idea that a shop cannot afford to be too "pretty" for fear of driving away the budget con-

(Continued on page 56)



**TARTAN LOAF**—George Buchan gives the first loaf of his new tartan-wrapped bread to his driver-salesman son, Ira Donald Buchan, right. The tartan cap matches the loaf and carries out the theme which the Seattle firm has recently adopted for advertising.

### Quality, Styling . . .

## Scotch Tartan Becomes Symbol of Buchan Family's Pride in Good Bread

An ancient Scottish tartan adorns the Buchan bread wrappers, is used as a covering for drivers' caps, and is currently featured in the advertising of the Buchan Baking Co., Seattle.

The use of this symbolism is the result of both family pride and shrewd merchandising. The manager of the bakery, George Buchan, is a canny, Scotch-born baker who has taken over the business his father founded in Seattle many years ago and built it up to one of Seattle's largest wholesale bakeries.

In recent months George Buchan set forth with the twin objectives of restyling his wrapper and improving the quality of his loaf. He had been carrying on a dignified advertising program stressing Buchan's bread as a fine loaf of bread for some time.

The first objective was reached after long experimentation with improved formulas. Mr. Buchan worked on the development personally and spent long hours in the shop after the regular crew was off shift.

At the same time he had been giving thought to his wrapper. For many years he had been using a wrapper with a synthetic tartan which lacked authenticity in Mr. Buchan's eyes.

He was born in Scotland, but was brought to this country as a child in 1905 by his father, George Buchan, Sr., founder of the business, who is still living in Seattle. Scotch ties and tradition were strong, as evidenced by the fact that the younger George named his four sons Ian, Robin, Alan and Colin. All play the bagpipe.

This family pride started Mr. Buchan searching for a possible Buchan tartan. No one had ever heard of a Buchan tartan, and his search at intervals extended until it covered the entire Pacific Coast. But the plaid remained elusive.

Then, last summer, when two sons, Alan and Colin, planned a trip to Scotland, Mr. Buchan asked them to continue the search. After a quest that covered most of Scotland, the young Buchans found the tartan in a woolen shop in Aberdeen. It was the genuine Buchan tartan, and elderly Scotch relatives verified it.

Mr. Buchan took the tartan to George Weber of the Seattle advertising firm of MacWilkins, Cole &

Weber, which has handled the Seattle bakery's advertising for many years. Mr. Weber felt at once it was one of the most individual ideas ever proposed for a bread wrapper and a natural tie-in to Buchan's long-term campaign to obtain the utmost of public confidence.

As closely as possible, the tartan was duplicated as part of the wax overwrap of the bread. The identifying name, "Buchan's" was restyled by the agency into a richer script.

By the time the advertising campaign was ready to break, Mr. Buchan had completed his bakeshop experiment. He told Mr. Weber, "This is the finest bread I have ever baked."

The alert advertising man again took his cue from Mr. Buchan, and announcement advertisements stated, "The finest bread Buchan ever baked! Look for the bread that wears the Scotch tartan."

The initial advertising campaign was scheduled to run 26 weeks, featuring two-color advertisements in newspapers and billboards, supported by store posters.

The results were immediate. Sales strengthened and continued to grow steadily as a result of the campaign, which is not designed to be a spectacular one, but part of the slow and continuing approach which Buchan uses to convince ever-growing numbers of customers that he makes "the GOOD bread."

—BREAD IS THE STAFF OF LIFE—

### DOUGHNUT VARIETIES

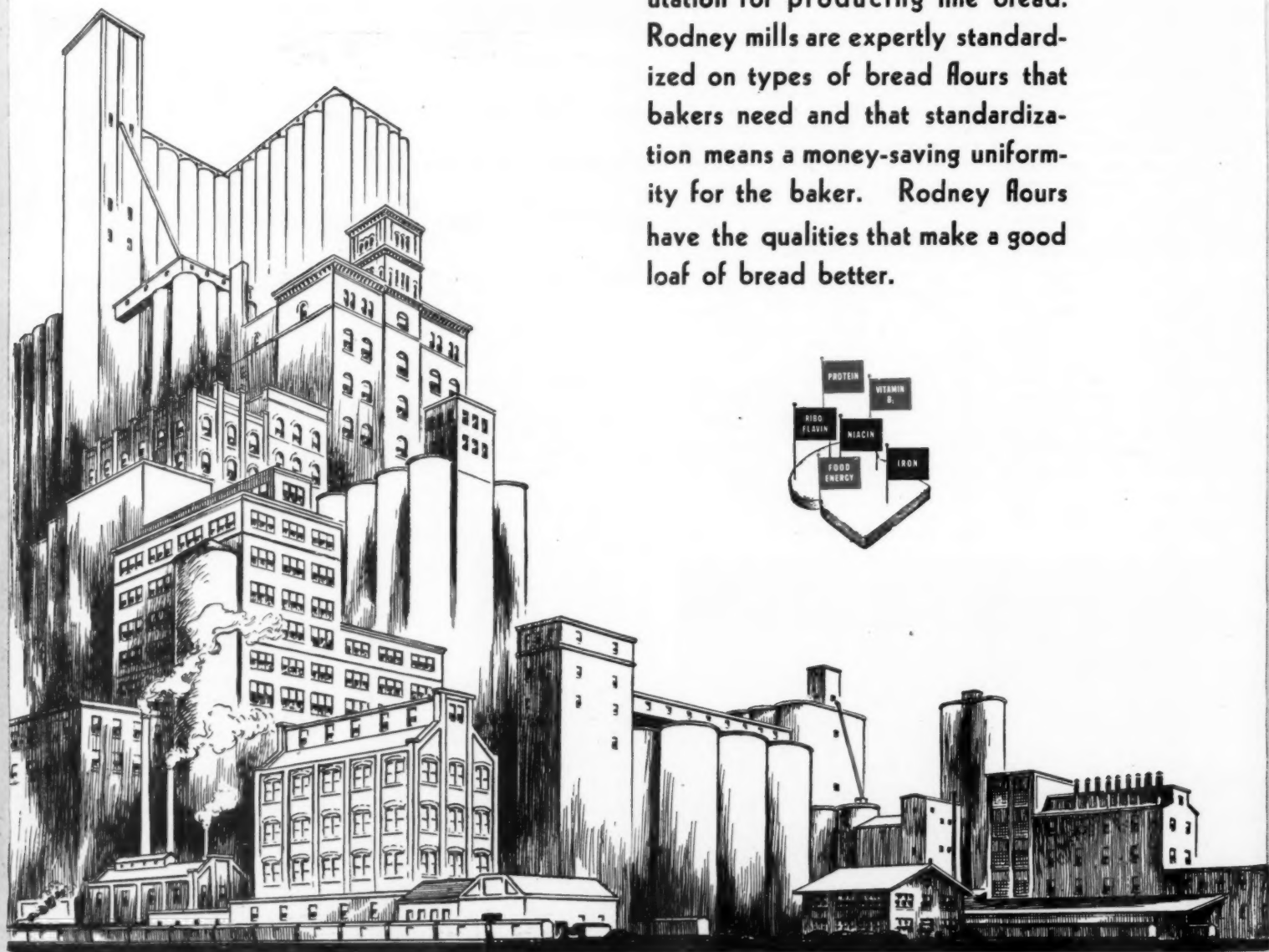
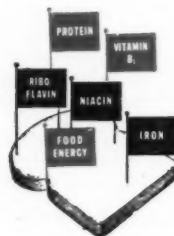
Robert C. Dannis, owner of two Dannis Doughnut Shops in Oklahoma City, Okla., now makes 15 varieties of doughnuts. They include plain raised doughnuts, whole wheat raised doughnuts, iced caramel raised doughnuts and chocolate iced doughnuts. Cake doughnuts include plain cake doughnuts, chocolate iced cake doughnuts, caramel iced cake doughnuts, cinnamon sugar cake doughnuts, apple sauce cake doughnuts, chocolate crunch cake doughnuts, caramel crunch cake doughnuts, chocolate coconut iced cake doughnuts, chocolate caramel iced cake doughnuts, and two kinds of Bismark cake rolls with raspberry filling.



**WINDOW DISPLAY FOR DAD'S DAY**—Pictured above is a sample window display for Dad's Day (June 15) in Berchtold's Bakery, Westfield, N.J. The window features three official Father's Day posters and two versions of the official Father's Day cake (which also is pictured on the table in the lower right-hand corner of the poster.) Otto Berchtold, first vice president of the Associated Retail Bakers of America, used a light, mocha malt icing for both cakes shown in the window, as called for in the official Father's Day Cake formula. Like many other bakers he will offer both the official version (right foreground) and the more elaborately decorated personal version which appears above it. With the celebration of Father's Day becoming an increasingly popular event, more and more bakers are making it an increasingly profitable promotion. Standard Brands, Inc., which has cooperated with the National Father's Day Council for the past four years in having a baker's cake featured on each year's official poster, is again distributing both the poster and the official Father's Day Cake formula to bakers planning to take advantage of this important tie-up opportunity. Any baker desiring the posters and formula may obtain them by contacting his Fleischmann representative or by writing direct to the sales promotion and advertising department, Fleischmann division, Standard Brands, Inc., 595 Madison Ave., New York 22, N.Y.



The Rodney organization is geared to a single purpose . . . that is, the production of the best bakery flours. That specialization in the bakery field is one reason that Rodney flours have such a well-earned reputation for producing fine bread. Rodney mills are expertly standardized on types of bread flours that bakers need and that standardization means a money-saving uniformity for the baker. Rodney flours have the qualities that make a good loaf of bread better.



*Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the*  
**RODNEY MILLING COMPANY**  
**KANSAS CITY, U. S. A.**





*coverage alone is not enough*

In packaging, your product requires more than *just* coverage. It requires a container that assures the best protection for your product, the best acceptance of your product. Your Chase Salesman is technically trained to study your packaging requirements—and to recommend the specific container that is designed to meet your particular needs.



### CHASE Multiwall Paper Bags

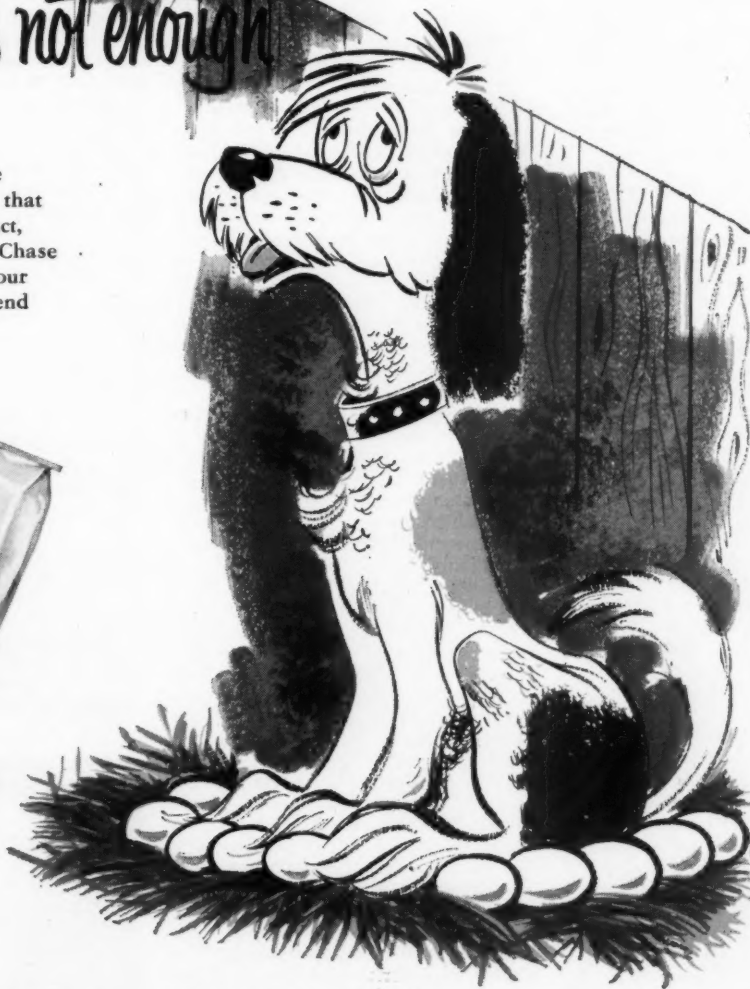
- Multiwall Paper Bags, Single Wall and Duplex Paper Bags • Saxolin open mesh bags
- Cotton bags of all kinds • Lined and Combined bags, liners and specialties



*for Better Bags... Better Buy Chase*

**CHASE BAG CO.** GENERAL SALES OFFICES: 309 W. JACKSON BLVD., CHICAGO 6, ILL.

BOISE • DALLAS • TOLEDO • DENVER • DETROIT • MEMPHIS • BUFFALO • ST. LOUIS • NEW YORK • CLEVELAND • MILWAUKEE  
PITTSBURGH • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • GOSHEN, IND. • PHILADELPHIA • NEW ORLEANS • ORLANDO, FLA. • SALT LAKE CITY  
OKLAHOMA CITY • PORTLAND, ORE. • REIDSVILLE, N. C. • HARLINGEN, TEXAS • CHAGRIN FALLS, O. • WORCESTER, MASS. • CROSSETT, ARK. • SAN FRANCISCO



## Baking, Milling and Restaurant Industries Join in Publicizing "August Is Sandwich Time"

CHICAGO — The baking, milling and restaurant industries are joining together this summer in a promotion designed to increase the sales and public acceptance of America's most popular food—the sandwich.

"August is Sandwich Time!"—This is the rallying cry of the ambitious new national promotion built around the sandwich. At least three industries representing multi-million dollar promotion budgets are behind the drive. The Wheat Flour Institute of the milling industry joins with the National Restaurant Assn. in one phase. The Bakers of America Program lends the strong support of the Sunday afternoon NBC "Hollywood Star Playhouse" show to bellwether consumers.

Potent local sponsorship is anticipated from restaurant and baker groups, as leaders work with food wholesalers and product representatives. Sandwiches make an ideal springboard for the promotion. They sell spreads, fillings, dairy products, hot and cold beverages, sliced meats, salads, desserts, garnishes, flavorings, and dozens of other kinds of food.

### To Top Large Market

The month-long promotion was launched initially in the restaurant field—to tap a larger share of that 10 billion dollar market for participants. Restaurants and mass-feeding establishments take 25¢ of every food dollar and rack up as many as 30% of all meals in larger cities. An estimated 65 million meals a day are tallied, counting "brunches" and snacks. Restaurants have also proved themselves as "test markets" for products introduced to the public under the handicap of limited budgets, it is claimed.

The sponsors offer a national sandwich emblem for advertising, printed matter and television. It is a calendar tab, with a picture of a sandwich—and the slogan, "August is Sandwich Time." For restaurant use as a menu tip-on or table tent, the emblem carries a spur to sales action—"Try Today's Special."

More than 60 leading names in food have already taken up the campaign. They are offered an unusual service in the restaurant field. The Wheat Flour Institute plans to publish and circulate to restaurants a catalogue of merchandising aids available for the sandwich month. Sources and descriptions of specific

menu cards, window streamers, back-bar signs, sandwich manuals and other material will be listed.

Before the recent convention of the restaurant association, George Hanby, owner of Cooley's Cupboard Tea Rooms, Evanston, Ill., told how to merchandise Sandwich Month, saying that cooperation by the milling and baking companies in addition to the large appropriations by allied food companies for sandwich promotion "amounts to virtually a national advertising campaign for the restaurant industry."

"Sandwiches are the backbone of the great success enjoyed by most restaurant, variety and drug store chains," Mr. Hanby said as 3,000 copies of the folder describing the promotion were distributed.

A combined total of several million dollars will be spent in advertising to promote the sandwich theme in the next two months, with approximately 75 advertisers planning to cooperate.

The enthusiasm of advertisers for the sandwich vehicle is spreading beyond the restaurant field. At least two nationally prominent "names" indicate they will use the promotion's theme in consumer advertising. They welcome "King Sandwich" as a common denominator in food—the needed leverage to sell their products in the "light lunch" days of hot August. The campaign also sweetens restaurant customers, in the application of consumer pressure in mass-feeding establishments.

Because sandwiches are so popular and carriers of other foods, it is believed the promotion is potentially one of the largest ever set up on an annual basis. It neatly ties together the promotion, advertising and merchandising effort of hundreds of otherwise competitive groups into a multi-million dollar bundle.

The August-is-Sandwich-Time drive will be the second of the summer for many. The baking industry has already announced a "July Is Picnic Month" promotion. Both month-long merchandising events share parentage in the same idea—to provide a new bandwagon for nation-wide, inter-industry merchandising.

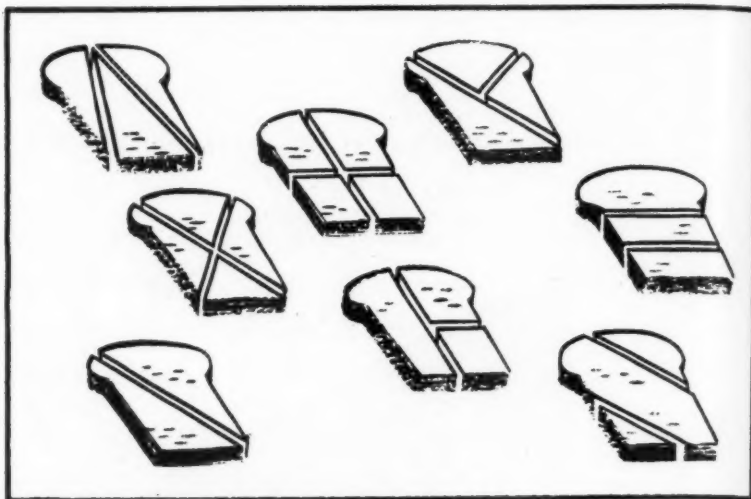
Telling restaurant operators to "take a free ride on this national sandwich promotion," the Wheat Flour Institute has issued a four-page brochure to help them choose their promotional and merchandising material.

"During August, the ever-popular sandwich will be crowned 'King.' It's America's favorite food—heart of this multi-million dollar merchandising event," the institute says.

"Sandwich time month is a 'hot' promotion for a hot month," the WFI booklet points out. "Try cold combinations to beat the heat, (serving sandwiches) with salads, cold soups, cool drinks, iced desserts."

The millers' institute also suggests that "sandwiches make good profit. Customers know they make good eating. Science says they make good nutrition. Low cost bread proteins help stretch the food values of milk, meat or fish."

Urging that restaurateurs dress up their sandwiches to take fullest advantage of this promotion, the booklet shows several new cutting combinations, and lists companion foods, fillings and garnishings that



Several new and interesting ways to cut sandwiches for use by restaurants are shown above.

will help make the "quick easy profitable sandwich your mainstay."

### Campaign Already Outlined

Many companies, some of them through local associations or restaurants and bakers, have already outlined the campaign for sales teams. Business magazines in the milling, baking and restaurant fields plan editorial tie-in features—sandwich manuals, merchandising suggestions, profit-making hints on service and similar support. "August Is Sandwich Time" is also featured on the program of the National Restaurant convention in Chicago.

The American Bakers Assn. takes the lead in consumer support—devoting August spot announcements to the sandwich drive in the industry's \$500,000 NBC radio show, "Hollywood Star Playhouse."

Promotional material will be available from all organizations taking part in the promotion. The American Restaurant magazine is publicizing the "sandwich time" promotion to 25,000 restaurant operators. Over 150 sandwich recipes contained in that publication's booklet, "Sandwich Magic," will detail sandwich preparation from the restaurant angle. The Wheat Flour Institute is also urging allied concerns having sandwich preparing and merchandising aids to make them available to the promotional group.

The preparation of the campaign is being cleared through the program offices. For further information, address the Sandwich Time Promotion, Bakers of America Program, 20 W. Wacker Drive, Chicago 6, Ill.

—BREAD IS THE STAFF OF LIFE—

## TV Show Gives Baker a "Bargain" in Sales Promotion

How the average independent baker can profitably utilize TV, the new baby of communication with the public in our midst, is graphically pointed out in the experience of the Bohemian Rye Bakery, San Diego, Cal., with this medium.

TV, as compared with newspaper and radio mediums, has its peculiar place and particular role. The newspaper is unquestionably tops in announcing special offering and in the whole field of price copy for money in the cash register right now. Spot announcements on the radio still pull business on price and specials a bakery has to offer.

The visual qualities of TV cannot be matched by either the press or radio, it is felt.

The Bohemian Rye Bakery could



**SANDWICH EMBLEM** — A 2-color emblem promoting "August Is Sandwich Time" is being made available to all taking part in the nationwide promotion. The emblem is being supplied ready-printed to use as menu cards or table tents at \$2.50 per 1,000 as a minimum order.



**NEW SPECIALTY LOAF**—This is the new Duncan Hines Home Style Loaf which Durkee's Domestic Bakery, Inc., has introduced. The wrap was designed by Hines-Park Foods, Inc., which is now granting franchises for the new Duncan Hines bread. The wrap is white with red and blue overprinting standard on all labels for the 160-different foods in the Duncan Hines line.



not afford to sponsor a television program. But it did find a place for itself in San Diego's one TV station, KFMB, by donating the birthday cakes for the kids' program, Smokey Rogers' General Store. A feature of this program every afternoon is the birthday party.

Smokey Rogers invites local youngsters, from three to ten years of age, to join him for ice cream and cake. Maury Novak, president of the Bohemian Rye Bakery, plans his cakes at least a week in advance. They are real creations, with heavy cake mix and French cream, with eye-appealing variations in design and icing effects.

In keeping with the program, the cake, displayed to the TV audience, is invariably executed in the cowboy motif, with cany figurines to help out, and always inscribed, "To Smokey Rogers and His Pals."

With this setup about 3,000 San Diego children get a taste of the bakery's cakes every year, or about 10 on every afternoon of the show. This pays off handsomely for the bakery, where parking and traffic problems handicap the shop in realizing on the potential walk-in trade. The TV show creates the demand for cakes from the Bohemian Rye Bakery, and it has boosted the shop's cake sales by a full 40%.

Mr. Novak expresses his opinion that TV is "the perfect advertising medium" for a bakery because it utilizes the visual appeal of cakes and pies and pastries.

However, it must be conceded that Mr. Novak is lucky indeed that he can enjoy such TV publicity at no greater cost than that of donating one cake every afternoon. He gets a far greater boost for his products than possibly even a sponsored program would yield. Mr. Novak is profiting from a remarkable bargain in sales promotion.

Experts say TV is a medium peculiarly adaptable to the baker, and with possibilities that will command the consideration of all bakery operators in the years ahead.

#### —BREAD IS THE STAFF OF LIFE— NEW SPECIALTY BREAD

"Ol' South'r'n Corn Bread" is the brand name of the new specialty bread in the Barbara Ann Baking Co. (Los Angeles) line of variety breads. Honey and finely ground corn flour are the ingredients to which the public's attention is called in advertising announcing the debut of this loaf. An appeal is directed to toast lovers, with copy pointing out that this bread will be "deliciously crunchy" when toasted.



**PINT-SIZE LOAF**—H. S. Levy & Sons, of Brooklyn, has reported "excellent sales reaction" to the half size loaf of white bread packaged as shown above. The cellophane section of the Milprint wrapper shows the "Oven-crust" used as a label slogan and the thin slices of the loaf. The waxed opaque stock making up the rest of the wrapper is said to improve protection and identification.

## SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



### Price Control Squeeze

**T**HE price squeeze in which retail grocers recently found themselves as a result of advanced bread prices is exactly what may be expected when an economy operates under government control. All directives are not made at once, nor is the thinking of different groups in price control positions the same. The inevitable result is that someone is going to get hurt.

From what we have learned, retail grocers did not object to the advance in bread prices, but they certainly did not like the fact that their own price structure was held rigid under government regulations. It meant that their percentage on the sale of bakery products was reduced, while their operating costs continued to rise.

If government feels that it must control prices for the sake of the national economy, certainly this should be done on a basis that is fair to all. If they are to work at all, price controls must be more closely coordinated. We are not optimistic about this possibility.

**NATIONAL SANDWICH PROMOTION:** The combined promotional effort that is being placed back of sandwiches for the month of August is one of the greatest efforts of its kind that has ever been undertaken for a food item. Flour millers, bakers, restaurant operators and many organizations identified with the food industry have undertaken a huge campaign to place the consumption of sandwiches at an all time high during this month. From all indications the campaign will be a tremendous success.

The benefit that may accrue to individual bakers depends entirely

upon his own efforts. The national publicity that has been planned for this campaign is ample. However, the individual baker cannot sit idly by, expecting increased business to come to him purely as a result of the national undertaking.

Every baker produces many products which are well suited for picnics and other summer activities, but these items must be brought to the attention of the public. National advertising, as valuable as it is, cannot carry the entire load for the local baker. He must make public to his local consumers the part he plays in that undertaking. The individual baker cannot begin to afford the national campaign that is being carried on to promote increased consumption of sandwiches, but at the same time he

can play his own part in that undertaking. It is to his advantage to do so.

**RELATED SELLING:** More and more there is a trend among related food industries, and especially between the larger members of these groups, to coordinate their advertising and merchandising efforts. They realize that many foods are not eaten separately, but rather in conjunction with one another. The result is beneficial for all concerned, including consumers.

Fortunately for the baking industry, its products tie in excellently with nearly all of these promotions. Cake, pie and ice cream, bread and all kinds of sandwich ingredients, various types of breakfast dishes and almost innumerable other combinations have a direct consumer appeal. One industry can help the other.

Individually bakers can take advantage of these opportunities. When they learn that a national advertising program is to be carried on that fits in with any of their products, they can take full advantage of it through their own advertising, window displays and other means of merchandising.

### Methods That Sell to Women . . .

#### The Supermarket Has Changed Buying Habits

● By Dorothy Glenn



**W**HAT has the supermarket done to the shopping habits of consumers? Has it had any influence in bringing about changes? We feel that the supermarket has had a vast influence over shopping habits—and has been instrumental in changing those habits.

Have those changes been major ones? We feel so. It is reflected in many ways. For example, Mr. and Mrs. Consumer are becoming increasingly astute shoppers. Part of this improvement in shopping has been brought about by the necessity for consumers to look for themselves in the supermarket. They've learned that reading labels is a good habit to have. They've learned that not every can of peas is the same, not every brand comes up to their expectations.

The supermarket has helped to bring about the habit of "taking Dad along." Yes, more and more men are shopping with their wives, or shopping alone. Men have found that food shopping can be fun, particu-

larly if they can roam about the market, read labels, pick up new foods, lay in a supply of "snack" foods. Men are particularly fond of "impulse" buying, but little Mrs. Homemaker isn't too far behind.

How many of your present customers come to your shop with a written shopping list? Not many these days, we'll guess. Wasn't long ago that Mrs. Shopper had a pretty complete list of needs before she went to the store. Now, she expects to be given suggestions, ideas and tips for better meals. That's what she's learned in the supermarket. And, she doesn't have to ask the price, for it's always posted! She doesn't have to ask "what is it"; the signs will tell her!

How closely are you following this trend? Have you changed your ways to meet these changing food buying habits? Are you remembering that more and more men are shopping for the food these days?

If you haven't taken an account-

(Continued on page 46)

**VOCATIONAL TRAINING:** That vocational training is now recognized as an essential part of industry is generally granted. Many industries are doing much in this direction, and commercial baking, through the American Institute of Baking, is among the leaders in this work. Furthermore, the baking industry is most fortunate in having private organizations which are doing most valuable work in this direction.

The baking industry, as do many others, requires two types of training. One is along the production line, and the other has to do with sales and merchandising. One is as important as the other, for neither can do without each other.

One baker may make the best products in his community, and yet fail if they are not merchandised properly. On the other hand, another baker may have the best sales organization, and also fail if his products are not what they should be.

All of this requires training, for both production operators and salesmen. That is the service that vocational institutions are providing today. The individual baker cannot carry on this training by himself, and he must look for help to the institutions that are equipped to do so. In that way the industry will continue to make steady progress.

**SUPERVISORS' DUTIES:** We were extremely surprised recently while talking to a driver-salesman for a large wholesale baking firm to hear him say that he had refused an appointment as a supervisor. This man is an extremely capable salesman,

(Continued on page 42)

## "Everyday Miracles" Film Acclaimed by Dr. R. R. Williams

NEW YORK—Dr. Robert R. Williams, whose scientific research on vitamin B<sub>12</sub> made the "miracle" of enriched bread possible, was an honored guest at a New York performance of the Warner Bros. technicolor featurette, "Land of Everyday Miracles," recently, during its metropolitan premiere at the 3,700-seat Warner Theater on Broadway.

Accompanied by Mrs. Gilbert Smith, co-president of the Cuban-

American Medical Research Foundation, and an active advocate of enriched bread for Cuba, Dr. Williams expressed enthusiastic approval of "Land of Everyday Miracles" tribute to the baking industry and modest appreciation for its dramatic portrayal of his vital role in paving the way for the enrichment program. Mrs. Smith was equally enthusiastic over the bread enrichment message which "Land of Everyday Miracles" carries, and voiced the hope that it will eventually be shown in Cuba.

Commenting on the nationwide baker merchandising tieup which "Land of Everyday Miracles" is re-

ceiving during its showings in first-run theaters from coast to coast, Dr. Williams said, "Such activity will go far toward convincing the public that enriched bread is bargain health insurance for millions who are prone to nutritional disease."

The motion picture story of Dr. Williams' work in isolating and synthesizing vitamin B<sub>12</sub>, and then helping to spearhead the drive for voluntary enrichment of their bread by the bakers of America, is not a new one to the baking industry. In 1942 the Fleischmann division of Standard Brands, Inc., produced a motion picture that hailed Williams' work as



**"MIRACLES" BROCHURE** — Dr. Robert R. Williams (center) looks on as Charles Bailey of Warner Bros. shows him a scene in the "Land of Everyday Miracles" merchandising brochure developed by Standard Brands, Inc., which depicts the vital announcement of Williams' isolation and synthesis of vitamin B<sub>12</sub>. Mrs. Gilbert Smith (left), co-president of the Cuban-American Medical Research Foundation, has enlisted Dr. Williams' support for the enrichment program that is developing in Latin America.

**"The Modest Miracle."** Many bakers have noticed that this same story was then used by Warner Bros. as an example of the "everyday" miracles that have made and kept America strong.

In the light of the recognition Dr. Williams is receiving for his work on enrichment, the sponsors feel his endorsement of "Land of Everyday Miracles" is one more reason for the all-out tieup promotion being given to the film by the nation's bakers.

—BREAD IS THE STAFF OF LIFE—

## WORKERS SPEND SMALLER PART OF WAGES FOR FOOD

WASHINGTON—Industrial workers are spending a smaller portion of their wages for food than ever before. An hour's labor of a manufacturing worker will buy more of all the important foods than in any earlier peacetime period, according to figures compiled by the U.S. Department of Agriculture and the Bureau of Labor Statistics.

Average hourly earnings of \$1.64, compared with \$1.27 in 1947-48, will buy 8% more bread, 10% more milk, 21% more butter, 35% more cheese, 47% more eggs, 29% more pork chops, 20% more sugar, 13% more potatoes, 28% more oranges, 81% more lard and the same amount of round steak. The purchasing power of farmers is 141% of 1935-39, but industrial workers' purchasing power is up to 151% of the pre-World War II average.

—BREAD IS THE STAFF OF LIFE—

## BAKERY WINS SUIT

LOS ANGELES—Baker Boy Bakeries, Inc., Los Angeles, won sole right to the name "Old Fashioned Confection Roll," in an infringement suit against the Cake Box Baking Co., Los Angeles, heard in the California Superior Court. The decision makes permanent a previous temporary injunction restraining the Cake Box Baking Co. from in any way using, displaying, advertising or offering for sale any bakery product bearing the word "Confection," in conjunction with the words "Roll," "Old Fashioned" and "Baker Boy," either individually or collectively.



Satisfied Customers Are Your Bread and Butter

Get More...with **SUGAR!**

Sugar® is by far the most important flavor ingredient per dollar you can use in bread.

Pound for pound, sugar gives richer crust color, a softer texture, improved toasting quality.

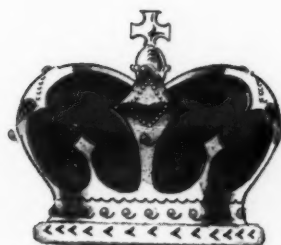
In addition, the use of sugar results in better fermentation tolerance, maximum moisture retention, and reduced baking time.

For quality you can be sure of—flavor you can be proud of—use sugar—accept sweetener for winning customers!

\*Sucrose







# THE ROYALTY OF QUALITY BAKERY FLOUR



KING MIDAS  FLOUR MILLS

MINNEAPOLIS, MINNESOTA

## Ring the Baker's Doorbell

A \$20,000 addition has been erected at the Dennis Donut Shop in **Oklahoma City**.

Dominick J. Mariello and Robert A. Ricchio have filed the name of the Anzio Pissa Baking Co., **Buffalo**,

with the Erie County clerk's office.

Hough Bakeries, Inc., has opened a new store in **Cleveland**.

A business name has been filed for Sperry's Bakery in **Buffalo** by Stephen

F. Wabdzioch and Florence Wabdzioch.

A business name has been filed for the Home Bakery Cake Shop, **Buffalo**, by Clarence I. Lanich.

Ernest Bakery has committed for store space in the new \$4 million shopping center to be built in the Town of Amherst near **Buffalo**.

A new branch store will be opened in the Whitestown Shopping Plaza, **Utica, N.Y.**, by the New York Bakery of Utica.

John Camping, Jr., has purchased the Ries Bakery in **Denver** from Tony Ries.

The Bowman Biscuit Co., Supreme Bakers, recently celebrated its 46th anniversary. The business was founded in 1906 by the late C. A. Bowman. He was succeeded by his son J. C. Bowman, who has been with the business 30 years. The business has grown from a small beginning to one of the major industries of the Rocky Mountain area.

Jacob Konrade has established the Konrade Pastry Shop in **Denver**.

The Loop Do-Nut Shop has been opened in **Denver** by G. V. Robinson.

Joseph Vann, Vann's Pastry Shops, **Milwaukee**, director of Associated Retail Bakers of America, president of the Milwaukee and Wisconsin baker associations, managed to get away from his many duties in the baking industry and get in some early wall-

eye fishing and take honors in making the first catch on the Wolf River at **Fremont, Wis.** He made his catch about 20 minutes after the season officially opened.

The Jere Watters Baking Co., Inc., has been formed in **Baltimore** to carry on the business of Boston Strause.

Aradel, Inc., bakery, has filed a charter of incorporation with the corporation department of the secretary of state's office in **Dover, Del.** Capital of the firm was listed at 100 shares of stock, no par value.

A second floor has been added to the building of Stewart's Bakery in **Rochester, Ind.**

Mr. and Mrs. Joseph Gencarelli recently purchased the Southern Maid Donut Co. in **Dallas**.

The Mission Bakers, **Wichita, Kansas**, has started a house-to-house delivery in **Oklahoma City**.

Mr. and Mrs. Daniel Engen have purchased the Anderson Bakery in **Parkers Prairie, Minn.**

Ray Borgheniinck has taken over the management of the Quality Bakery in **Brown's Valley, Minn.** The former operators, Mr. and Mrs. Arnold Haack, now are managing a bakery in **Platte, S.D.**

R. N. Fastle has sold the college City Bakery in **Northfield, Minn.**, to Mr. and Mrs. Henry B. Schluter.

Albert J. Kunnen has been named bakery superintendent of Griggs, Cooper & Co., **St. Paul**. Louis Bandow is continuing as assistant superintendent.

Articles of incorporation have been filed for the Homey Krust Bakery at **Hamilton, Mont.** Directors are J. M. Tilton, Joseph Barcellos and Ray Bloom.

Mr. and Mrs. Arthur Jaenisch are the new owners of the **Wadena (Minn.) Bakery**.

The Benton Bakery in **Ft. Benton, Mont.**, held its formal opening recently. Andreas Wenhardt is proprietor.

Herman Weinrich has announced the opening of Weinrich's Bakery in **Willow Grove, Pa.**

Top award for food service among the nation's restaurants was awarded to Van de Kamp's Wilshire Coffee Shop, **Los Angeles**, at the National Restaurant Assn. convention. The

### Boost Your Cake Business with a Show Case Full of BUSH WEDDING CAKE ORNAMENTS Including the Revolutionary New Cake Tiers that You Can Afford to Give Away!

Many of America's smarter bakers today have learned that you can increase the number and size of wedding cake orders simply by stocking and showing a larger selection of **Bush** wedding cake ornaments! Universally appreciated for their striking beauty and superior construction, they are worthy of a place on YOUR wedding masterpieces! Over 40 different styles and sizes in a complete range of prices to suit every customer's needs! . . . **Bush's New Wedding Cake Tier Separators** made from beautifully white styrene fulfill a long-felt need for quality separators you can afford to give away. Order from your Supply House today.

P. S. Have you seen the wonderful **Bush Bowl Scrapers** yet? Nothing like them!

. . . by **Leon D. Bush**

World's Largest Manufacturer of Cake Ornaments

Dept. A  
4250 W. Diversey Ave., Chicago 39, Ill.



H450 SET  
6" - 8" - 10" WIDE  
4" HIGH

6" WIDE X 4" HIGH



8" WIDE X 4" HIGH



10" WIDE X 4" HIGH



12" WIDE X 4" HIGH



14" WIDE X 4" HIGH



16" WIDE X 4" HIGH

# STOCK



MILLERS  
OF . . .

OUR  
90th  
YEAR

**DELICAKE**

FOR HI-RATIO TYPE LAYERS,  
FOAM AND ANGEL TYPE CAKES

A Short Extraction Hi-Ratio Type Flour from Choice Indiana and Ohio Red Wheats. Especially milled to carry 140% sugar. Dependable Uniformity—characteristic of all F. W. Stock & Sons' products—is assured by Rigid Quality Control and Up-to-the-minute Milling Methods in one of America's Most Modern Mills. Your inquiries invited.

NEW YORK **F. W. STOCK & SONS, INC.** BOSTON  
ESTABLISHED 1862  
Millers of cake and cookie flours from famous Michigan Soft Wheat  
HILLSDALE, MICHIGAN

The J. C. Lysle Milling Co.

MILLERS OF

HARD AND SOFT WHEAT  
FLOUR

SINCE 1874

Leavenworth, Kansas



king  
r at  
atch  
of-

nc.,  
to  
ton

a  
cor-  
ary  
ital  
res

to  
in

re-  
aid

an-  
de-

ve  
in

er  
k-  
or-  
ld  
ry

ge  
to

d  
s,  
n-  
c-

n  
it  
f.  
y

e  
a

,  
c-

award was made for the "highest sanitation standards and superlative achievement in storing, handling, preparing and serving of food."

Claussen's Bakery in Columbia, S.C., has announced the promotion of Paul M. Turner to the position of sales supervisor.

The Sutorius Bread Co., Newton, Kansas, has established a new bakery warehouse and distributing point in Lyons, Kansas, which will serve eight towns in the area.

The West Side Bakery in Sheboygan, Wis., has reopened following a shutdown to permit renovation and give Conrad Sterkel, the owner, an opportunity to attend cake decorating classes.

Mr. and Mrs. O. H. Moore, owners and operators of the Shawnee Pie Shop, have reopened their Chandler (Okla.) Bakery. The bakery has been closed for some time for remodeling.

The Continental Baking Co. plant in Buffalo honored four of its drivers who have completed from 15 to 20 years of driving without an accident.

Arndt's Tastee Bakery and Koser Bakery were among the local business firms sponsoring displays during the recent Fort Atkinson, Wis., Home Show.

Ralph Pease has been appointed manager of the Wonder Bread and Hostess Cake sales agency which the Continental Baking Co. is opening in Sioux Falls, S.D.

Holsum Bakers of Tampa, Fla., have established a distributing branch in St. Petersburg, Fla. Gasper Marretta has been named manager of the new plant, with Oscar Montano as area supervisor. A fleet of 10 trucks will serve the 600 stores and restaurants in the vicinity of St. Petersburg.

Louis Niglio has sold the Shirley Mae Bakery in Jersey City, N.J., to Charles Claridge.

Mr. and Mrs. Harry Buchanan recently closed their Chinoook (Mont.) Bakery for an indefinite period because of health reasons.

Thompson's New Home Bakery in Grinnell, Iowa, has been opened for business. John Thompson is proprietor.

Charles Powell has purchased Kelly's Bakery in Clovis, N.M., from A. L. Kelly and is operating the firm under the name of Powell's Bakery.

Beaudette's Red Owl Store in Shakopee, Minn., has added a bakery department, which is serviced by the Valley Bakery of Shakopee.

The Sunnyside Bakery at Newton, Ill., has been closed and the owners, Mr. and Mrs. J. L. Davis, will open a new shop at Clinton, Ind.

A fire in the garage of the Curly Top Bakeries, Inc., Binghamton, N.Y., caused approximately \$18,000 damage, destroying three trucks, spare parts and a section of the building.



## One too many

Short supply is a happy state of affairs when a woman buys a hat.

In industry, too often it is a sword that hangs over the buyer's head. Executives who order more than 85 per cent of all Multiwall bags overwhelmingly specify\* on-schedule delivery as the factor to which they give greatest weight.

Union Multiwalls are shipped from the world's largest pulp-to-container mill.

The pulp from which they are made comes from forests Union owns or manages. Your supply of Union Multiwalls

is unlikely ever to be restricted because of raw material shortages.

When and if allocations are necessary, you can count on receiving your fair share.

These are among the reasons why, since World War II, major buyers have given dependable Union so proportionately great an increase in their Multiwall orders.

More so every day . . .

**IT'S UNION FOR MULTIWALLS**



\*August, 1951 research study.

UNION BAG & PAPER CORPORATION • NEW YORK: WOOLWORTH BUILDING • CHICAGO: DAILY NEWS BUILDING

The blaze followed an explosion early in the morning when no one was in the garage. Firemen said leaking gas apparently was the cause, even though no gas is used in the garage, which is across the street from the bakery. Twelve trucks were saved by route salesmen who were reporting for work.

The Dixie Cream Donut Shop at Mattoon, Ill., which has been operated by Richard Roy Roytek for the last five years, has moved to a new location in the city. Mr. Roytek has installed the latest types of equip-

ment for making both cake and bread doughnuts.

Myton's Bakery, South Bend, Wash., has been closed by action of the owners, Mr. and Mrs. Charles Myton.

After purchase of the building in which the Sunrise Bakery of Crivitz, Wis., was housed, the firm announced it would move from the structure.

A new Seattle pie bakery and delicatessen, the Pie Inn, was recently

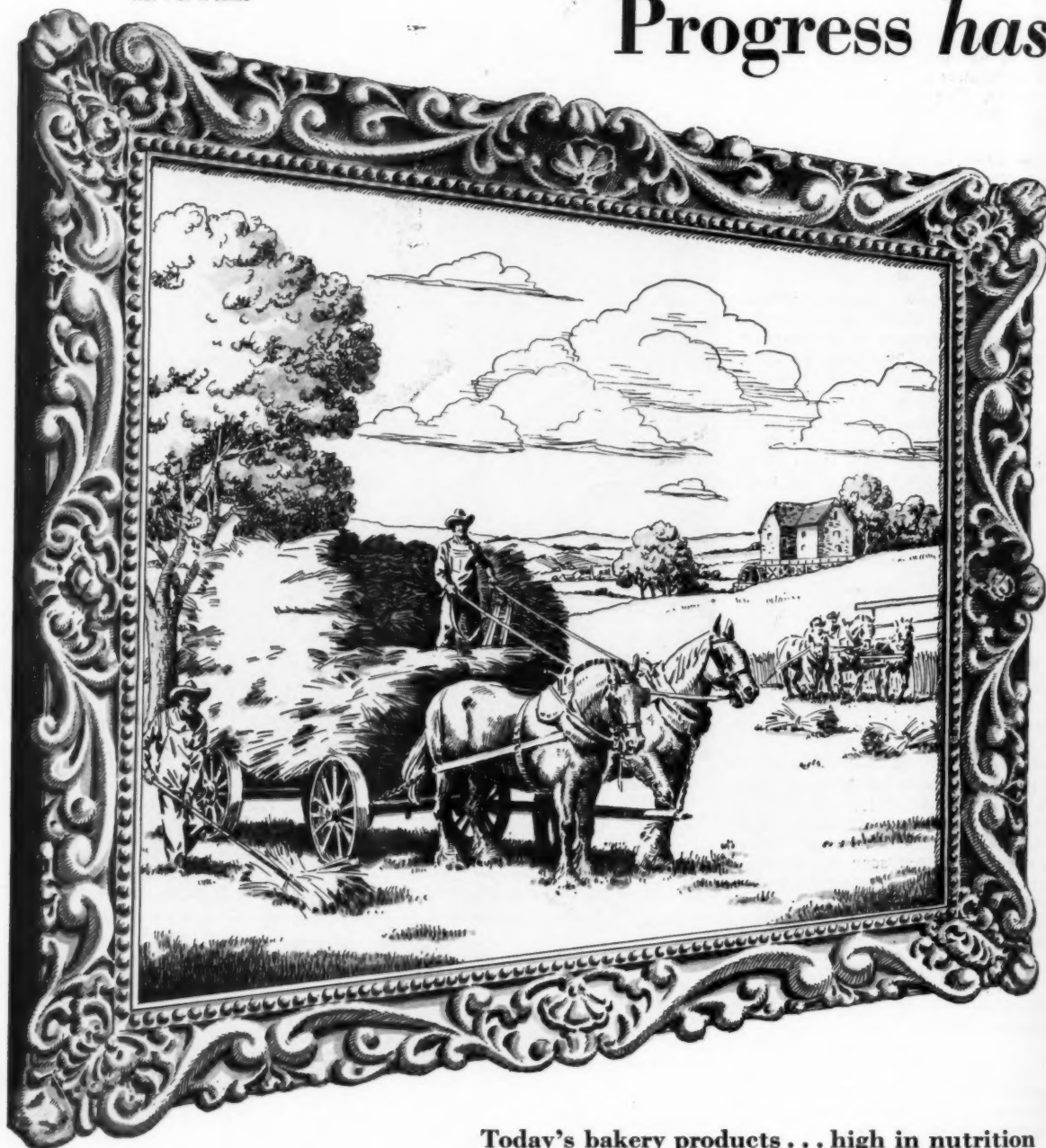
opened for business by Mr. and Mrs. Harold Lehde.

Gunnar Christensen, who has had 25 years of baking experience in his native Sweden, has opened the Sno White Bakery in International Falls, Minn.

Earl Norling, former route supervisor for Eddy's Bakery in Great Falls, Mont., has been promoted to sales manager of Eddy's Bakery in Aberdeen, S.D. He has been with the firm eight years.

NO. 1 OF A SERIES

# Progress has



Today's bakery products . . . high in nutrition and appeal . . . are a tribute to the progressive spirit of the Nation's bakers and all those who serve the Industry.

Celebrating its centennial, Anheuser-Busch sees even greater progress for the future and pledges its continued research and service.



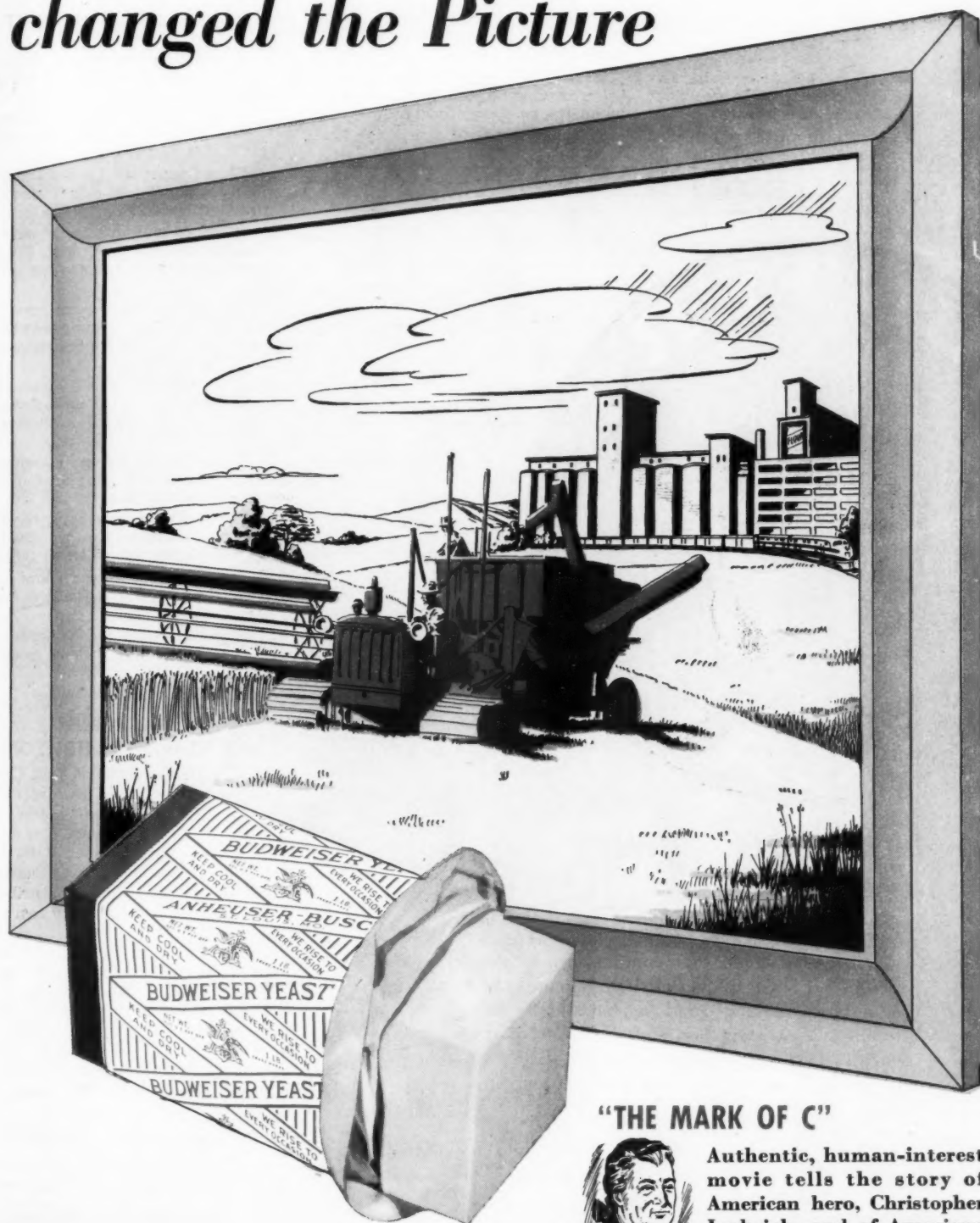
## 1852-1952

## BAKERY PRODUCTS ANHEUSER-

MANUFACTURER OF BAKERS YEAST AND OTHER



## *changed the Picture*



### "THE MARK OF C"



Authentic, human-interest movie tells the story of American hero, Christopher Ludwick, and of American bread. 30-minute Technicolor 16 mm. film. Produced by Anheuser-Busch for bakers to show locally to clubs, organizations, schools. Ask your Yeast Man for details.

DEPARTMENT  
**BUSCH, INC.,** ST. LOUIS, MO.  
 HIGH QUALITY PRODUCTS FOR THE BAKING INDUSTRY

## DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 40 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. A cocoa marked "breakfast cocoa" according to government specifications should contain at least 22% cocoa fat.
2. Short patent flour contains less protein than does whole wheat flour made from the same wheat.
3. Cakes made with egg whites

mold more readily than cakes made with whole eggs.

4. When starch is used in custard pies, it will settle to the bottom and produce a soggy bottom. This trouble cannot be eliminated.

5. Powdered sugar made from cane sugar is sweeter than when made from beet sugar.

6. When a baker is using a green or young flour for his bread, somewhat more salt should be used in the doughs.

7. It is not practical for a small baker making 600-800 loaves of white bread to run sponge doughs.

8. The richness of the dough has

no effect on the finished products when making a refrigerated sweet dough.

9. Invert syrup contains levulose and dextrose. Levulose is figured as being 172% sweet and dextrose about 75% when compared to sugar.

10. To help decrease the charring or burning of raisins in raisin bread, they should be soaked in a malt solution composed of 1 lb. malt to 10 lb. water.

11. It is the mineral matter in molasses that keeps cookies soft in damp weather.

12. The yellowish color in flour is caused by the mineral content of the flour.

13. Waxed paper used for wrapping bread by wrapping machines should be stored at 50-60° F.

14. Some coconut macaroon mixes are heated to about 110-115° F. in order to run them out of the bag and tube easier.

15. Under normal fermentation conditions, it has been found that the temperature of a sponge dough rises about 4° in five hours.

16. When making cakes or cookies, the salt content of the doughs should be based on the amount of shortening in the formula.

17. Toasted rusks contain a greater quantity of calories per pound than does plain white bread.

18. In the freezing of eggs, ingredients such as glycerine or invert syrup are sometimes added to them.

19. Water is sometimes added to angel food cake mixes because it improves the cakes.

20. There is no difference between a straight sponge and a short sponge cake.

—BREAD IS THE STAFF OF LIFE—

#### D. A. MATOT NAMES NEW DISTRIBUTORS

CHICAGO—D. A. Matot, Inc., Chicago, has appointed two new distributors for its self-defrosting freezer unit. H. P. Lawler & Sons, San Antonio, Texas, will represent Matot in the Southwest and Rust Bakery Supply Co., Denver, will be distributor in the Mountain territory east of the divide.

Other Matot distributors are J. W. Allen & Co., Chicago; Bakers & Confectionery Supply, Los Angeles; W. H. Bintz, Salt Lake City; Oscar Lucks Co., Seattle; Southeastern Bakery Supply, Atlanta; Stiefvater's, San Francisco; J. S. Waterman Co., New Orleans, and Ray L. Yount, Pittsburgh.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-FIVE YEARS



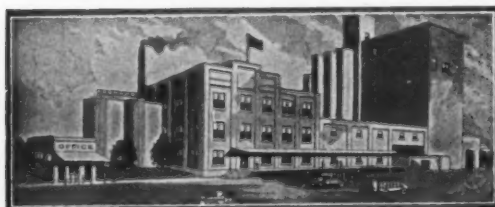
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

**T**IME-TESTED QUALITY—it's an "old" story to bakers of HUNTER flours. In the 75 years since this company was founded, HUNTER'S CREAM and its companion brands have been making good in bakeshops. So, in proudly celebrating our 75th birthday this year, we pledge a continuation of the high principles of quality that have guided this company for so many years.

THE HUNTER MILLING CO.  
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

**The Choice of the  
Finest Hard Wheat**

The only mill in this great terminal market, Universal consistently offers:

**BETTER SPRING WHEAT  
AND DURUM FLOURS**

**DULUTH UNIVERSAL  
MILLING CO.**  
*Duluth, Minnesota*



LOTTE • UTICA • SOUTH BEND • DULUTH • SOMERVILLE • PEORIA • SA  
 O • TAMPA • CANTON • TACOMA • NEW BEDFORD • READING • WICH  
 WILMINGTON • KNOXVILLE • CAMDEN • FORT WAYNE • KANSAS CITY  
 • ALBANY • SCRANTON • TULSA • NORFOLK • SPRINGFIELD • SPOKAN  
 BRIDGEPORT • NEW HAVEN • SALT LAKE CITY • FLINT • DES MOINE  
 BEACH • GRAND T  
 CUSE • SAN DIEGO • RICHMOND • WORCESTER • COLEDO • YOUNGSTO  
 WORTH • OKLAHOMA CITY • DAYTON • PROVIDENCE • OMAHA • SA  
 NIO • BIRMINGHAM • ST. PAUL • MEMPHIS • OAKLAND • CLEVELAND  
 • ATLANTA • PORTLAND • CO  
 TON • SEATTLE • INDIANAPOLIS  
 EAPOLIS • NEW ORLEANS  
 ON • WASHING  
 • LOS ANGELES  
 YORK • CHICAGO  
 SHREVEPORT  
 DEN • ALTOON  
 PIKEVILLE • R  
 NCE • LUBBOCK  
 MADISON • BAY  
 VILLE • MACON • LANSING • CLOVIS • HOMER • MOBERLY • LAFAYETT  
 GH • HATTIESBURG • COLUMBIA • WINONA • BRIGHTON • LEXINGTON  
 SBORO • WINSTON SALEM • HASTINGS • LAS VEGAS • MERIDIAN • LO  
 E • ALBUQUERQUE • WILMINGTON • NEWARK • BROOKLYN • LAWREN  
 TERSBURG • MOLINE • TUPELO • SANTA BARBARA • SAN JOSE • ST. AN  
 NE • ALLIANCE • WIGGINS • WATERBURY • SANTA ANA • SIOUX CITY

*Wherever You are*

whether you  
need a bag...  
or a carload...

you can order

*Panipulus*  
directly from one  
of our many  
conveniently located  
warehouses.

*E*

For prompt service  
and dependable  
results...

you can count on

*Panipulus*  
Use it in every dough,  
every day,  
for  
smooth handling doughs  
better makeup  
improved natural  
moisture retention



THE PANIPLUS COMPANY

742 BOARD OF TRADE BLDG., KANSAS CITY 6, MISSOURI

73 SIMCOE STREET, TORONTO, CANADA

# DOWN THRU THE YEARS... for 3 generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

## "Golden Loaf" FLOUR

TENNANT & HOYT COMPANY  
LAKE CITY, MINNESOTA



### Better Milling of Finer Wheat Produces

**Acme's**

*Three great baking flours!*

ACME quality baking flours are known by the nation's bakers for their uniformly superior performance in the shop. ACME Mills buy and use only choice varieties of Turkey-Type wheats . . . their modern, scientific milling technique is backed by a half-century of experience . . . and every milling is rigidly pretested in ACME's own Baking Laboratories for flavor, texture, color, absorption, uniformity and QUALITY BAKING RESULTS.



for better baking

ask for **Acme!**

THE ACME FLOUR MILLS CO., OKLAHOMA CITY, OKLA.

## ANSWERS

### TO "DO YOU KNOW?"

Questions on page 38

1. True. Other cocoas may contain various amounts of fat, some containing less than 1%.

2. True. However, the protein in the short patent flour is of a higher quality. This is because the patent flour is taken from near the center of the wheat berry where the best quality protein is located.

3. False. There is absolutely no foundation for this idea. When cakes are removed from the oven, they are sterile as far as mold spores are concerned.

4. False. It can be eliminated by cooking the starch with part of the milk and sugar. This mixture should be cooled before being mixed in with the other ingredients in the custard filling.

5. False. If both powdered sugars contain the same amount of starch or tri-calcium phosphate, there will be absolutely no difference in their sweetness.

6. True. Salt has a strengthening effect on gluten. Therefore, somewhat more salt should be used with a green flour than with a properly matured flour.

7. False. It is practical if the baker can handle them. Sponges have greater fermentation tolerance than do straight doughs. It is not always easy for the small baker to control the fermentation temperature or to take his doughs on the scheduled time. Sponge doughs will allow him a greater leeway.

8. False. In order to successfully make refrigerated sweet dough products, the richer types of doughs will produce the best results.

9. True. Invert syrup is figured about 102%.

10. True. A solution of this type is quite often used. Some bakers use as much as 2 lb. malt to 10 lb. water for soaking the raisins.

11. False. It is the invert syrup contained in molasses that causes the cookies to stay soft. Invert syrup has the property of drawing and retaining moisture. The lower the grade of molasses the greater the invert sugar content.

12. False. A substance called carotin gives flour a yellowish color. When flour is bleached, a colorless compound is formed. The carotin, however, remains in the flour.

13. True. It has been found that this is the ideal temperature to store

waxed paper for wrapping bread.

14. True. If these mixes were not heated, it would be impossible to run them out, as they would be too stiff. During the heating of the mixture part of the sugar dissolves, which thins it down.

15. False. The temperature will rise about 10° during this period.

16. False. The proper procedure is to base the salt content on the total weight of the formula. Usually 1 oz. salt is recommended for each 10 lb. batter or dough.

17. True. Toasted rusks contain about 1,825 calories per pound while white bread contains about 1,200 calories per pound.

18. True. The addition of these ingredients produces a smoother egg mixture and adds keeping quality to the finished baked products in which they are used.

19. True. The addition of some water will produce a somewhat closer grained cake. The keeping quality of the cake is improved. The cakes also seem to be a little more tender. The volume of the cakes will be a trifle smaller. Up to 4 oz. water are used to each quart of whites. This water is added after the whites are beaten up.

20. False. A short sponge cake contains either shortening or butter. A straight sponge does not contain any fat. The texture of a short sponge cake is silkier and the cakes will have better eating and keeping quality.

Specialists in  
the milling of

**FINE  
BAKERY  
FLOUR**



- Hard Spring Wheat
- Hard Winter Wheat
- 100% Whole Wheat
- Cake Flours • Pastry Flours

to fit every formula

**RUSSELL-MILLER MILLING CO.**  
MINNEAPOLIS 1, MINN.

Millers of Occident, American Beauty and other quality flours

**After all!**

**"THERE IS NO  
SUBSTITUTE  
FOR QUALITY"**

*For More Than 50 Years*

*These Flours Have Been*

*Sold on QUALITY . . . Not Price*

"WINGOLD" "WINONA" "STRONGFELLOW"  
"BOXER" "WINGOLD" Whole Wheat  
"WINGOLD" Wheat Graham  
"WINGOLD" Rye Flours—White, Medium, Dark

**BAY STATE MILLING CO.**

MANUFACTURERS OF

**HARD SPRING WHEAT & RYE FLOURS**  
WINONA, MINNESOTA



*The world over!*

**"Standard" Flours**

are

**UNIFORM FLOURS**  
OF HIGH QUALITY



Where at phone  
for prices now



GENERAL OFFICES:  
KANSAS CITY 6, MO.

**STANDARD** MILLING  
**BAKERY FLOURS** COMPANY

★ "Standard" flours are milled from choice selected wheats...  
wheats that are brought and stored in the mill's own elevators when  
the cream of the crop is available. "Standard's" know-how gained  
from 109 year's milling experience guarantees flours of unsur-  
passed uniform baking quality. Try them for uniformly good bread.

## Potomac States Bakers Schedule Summer Meeting

VIRGINIA BEACH, VA.—The annual summer convention and golf tournament of the Potomac States Bakers Assn. and Bakers Club of Baltimore will be held at the Cavalier Hotel here June 23-25.

The 18-hole medal play golf meet

is scheduled to start at 9:30 a.m. June 24 at the Princess Anne Country Club.

The Old Bay Line has slated an overnight trip from Baltimore and Washington to Norfolk on the "City of Richmond" out of Baltimore and the "District of Columbia" out of Washington. They will arrive at the convention the morning of June 23.

An informal cocktail party is planned at 6:30 p.m. June 23 and a cocktail party will be held from 6:30 to 7:30 p.m. June 24. Special events are being arranged for the ladies and children.

## NEW WEIGHT LAW BEING ENFORCED IN ROCHESTER

ROCHESTER, N.Y. — Rochester bakeries are being checked to make certain that a new state law governing the weight of bread loaves has compliance.

A. C. Samnefink, city sealer, who is making the check, pointed out that the law requires that standard loaves of sandwich and restaurant bread be marked with the name of the manufacturer. Standard loaves are loaves weighing 1 lb., 1½ lb. or multiples of 1 lb.

Nonstandard loaves (12 oz., 14 oz., 18 oz., etc.), must be marked with the weight of the loaf and the actual weight must be as indicated, under the new law. When these nonstandard loaves are sold over the counter in bakeries, Mr. Samnefink pointed out, a sign must be displayed giving the weight of the loaves. In the past sandwiches and restaurant breads were exempt from these regulations.

## Successful Selling

(Continued from page 31)

with excellent bakery experience, and it seemed to us that he was natural material for supervisory work.

He explained that he turned down this opportunity because sales supervisors are used for almost every detail of work around a bakery except that for which their position is intended. This salesman said that he never sees his supervisor more than once a month, and that for the most part the supervisor is engaged in doing almost anything about the plant other than supervising sales.

This seems to be a great loss in sales effort. Sales supervisors are supposed to be trained so that they can assist their salesmen through suggestions and actual help in their work. To use them for other purposes deprives the sales force of the aid to which it is entitled and for which the bakery pays considerable money. An adjustment in sales supervisory work seems to be in order among many wholesale bakers.

**MERGED PRODUCTION FACILITIES:** Judging from reports we hear, there is a tendency among wholesale bakers operating a number of plants to merge their production facilities. We know of some efficient bakery plants which have been closed down and others are about to be. Just why this is being done we do not know. It may be that difficulty in obtaining production equipment is dictating this policy, and it may also be that bakery management thinks it is a more efficient means of operation.

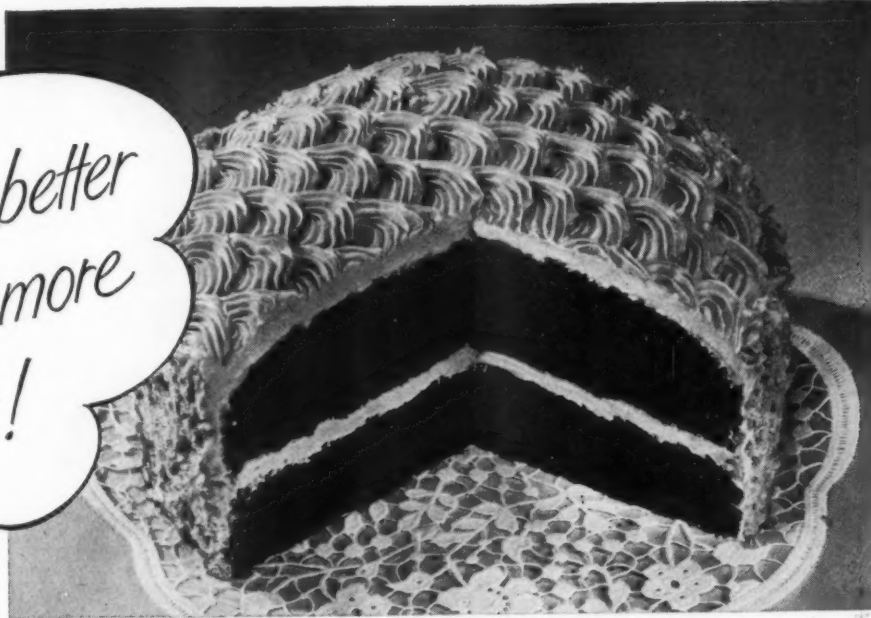
For the most part the closed production capacity is made up from other plants, where working hours are lengthened, and in some cases extra crews are put on. In any event, it is safe to say that sufficient production capacity is maintained to care for demand.

From a merchandising standpoint, retail outlets are being served much as before. We have heard of distributing centers being established, to which bakery products are brought by large trucks, and there picked up by the salesmen who continue to serve their usual customers. This trend, if it can be termed that, appears to be one concerned entirely with production, with distribution remaining much the same as heretofore.

# Sweeten your Sales

## with this Mocha Malt favorite

Make it better  
and sell more  
of it!



Bakers everywhere report this cake is a customer favorite.

Make Mocha Malt cakes with such delicious flavor that your customers come back for more regularly . . . at increased profits for you. How? Use Fleischmann Bakery-Tested formulas.

These tested formulas are used by bakers everywhere, who specialize in high quality cakes

with mouth-watering flavor.

New and practical merchandising ideas for Mocha Malt cake are available now. These include formulas, window strips, display suggestions and sales-help tips. Ask your Fleischmann Man or send the coupon. No obligation—another Fleischmann Service!

**DID YOU KNOW** that Mocha Malt is this year's Father's Day Cake? Be sure to tie in for extra sales!

**FREE!**

—New merchandising ideas plus formulas to help you promote sales of Mocha Malt cake.

Fleischmann Advertising, 595 Madison Avenue  
New York 22, N. Y.

Name \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

AB-6

FLEISCHMANN'S

# DIAMALT

BRAND MALT SYRUP  
LIQUID AND DRY



## THE WORLD'S LARGEST?

LAKELAND, FLA.—Emmett Lundy of Lundy's Bakery here recently produced a 5,000-lb. cake for the fourth anniversary of the Dixieland Business & Professional Assn. The cake, built on a base 17 ft. long and almost 5 ft. wide, contained 600 lb. flour, a ton of sugar, 1,000 lb. shortening, 185 qt. milk and 4,500 eggs along with other ingredients. It was baked in about 500 sheets, each weighing 10 lb. and kept refrigerated until ready for assembling. When cut it served 35,000 persons.



# FROM QUALITY-PACKED

**HUBBARD MILLING CO.**

*other distinguished members  
of the regular HUBBARD Line*

**GENERATION**

**TO**

• SPRING MAIDE

• SUPERLATIVE

• OTSEGO

**GENERATION**



**FROM**

**1878 . . . UNTIL NOW!**



**HUBBARD MILLING CO.**  
MANKATO, MINNESOTA

## MENTE SACKS HAVE "SACKS" APPEAL



AND smart millers know their customers will be as happy as they are with the colorful patterns of the ever-popular Mente Dainty Prints

## MENTE & CO., INC.

Box 1098  
SAVANNAH

ISAAC T. RHEA, Pres.

Box 690  
NEW ORLEANS

Dept. N  
Box 204  
HOUSTON

CHICAGO OFFICE: 6349 N. Clark Street

All Grades

## RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

## GLOBE MILLING COMPANY

WATERTOWN, WISCONSIN

## BAKING TRAINING

for Veterans and Non-Veterans in  
Bread and Rolls • Cakes and Pastries  
Experimental Baking and Decorating Included  
Write for information

## DUNWOODY INDUSTRIAL INSTITUTE

An endowed non-profit trade school  
818 Wayzata Blvd. Minneapolis 3, Minn.

*Queen  
Quality*  
FLOUR

Low Protein  
Mellow Type

## TWO BAKERY-TESTED QUALITY FLOURS

WIDE TOLERANCE NEBRASKA FLOURS  
MAKE HAPPIER PRODUCTION HOURS

## NEBRASKA CONSOLIDATED MILLS COMPANY

Mills at Omaha, Grand Island, Fremont, Nebraska, and  
Alabama Flour Mills Co., Decatur, Alabama

*WISDOM*  
FLOUR

High Protein

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

## "BLODGETT'S" RYE

All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

## GRIST & GRINS



A woman who was a fanatic about going to seances, took her little boy with her one day so that the lad might talk to his dear departed father. After the contact had been made by the medium, the son said with simple directness: "Where are you, papa?"

"I'm in Heaven, son," came back an answering voice.

"And are you an angel, papa?" asked the boy.

"Yes, my boy," came back the voice.

"An angel with wings and a harp and everything?"

"That's right."

The boy stopped and considered a moment.

"Say, daddy," he continued eagerly, "tell me—what do you measure from tip to tip?"

◆ ◆ ◆  
The only international language that has endured is double talk.

◆ ◆ ◆  
The butcher informed a customer: "I can't give you any more credit. Your bill is bigger than it should be." "I know that," said the customer. "Just make it out for what it should be, and I'll pay it."

◆ ◆ ◆  
"You've been promoted?" "Yep. Used to be a drop engineer, and now I'm a sandwich engineer."

"What do you mean?"

"The boss used to come around and say, 'Drop whatever you're doing and do this.' Now he says, 'Sandwich this in between whatever you're doing.'"

◆ ◆ ◆  
"And see this bear skin on the floor," said the garrulous explorer. "I shot it in Alaska. It was a case of me or him."

"Well," yawned the weary listener, "the bear certainly makes a better rug."

◆ ◆ ◆  
"Johnny, I hate to tell you, but last night at the party your sister promised to become my wife. Can you forgive me for taking her away?" "Shucks, that's what the party was for."

◆ ◆ ◆  
A woman protested bitterly about the high price of apples. "They are expensive, and that's a fact," the grocer agreed. "But there's a reason for it—they're mighty scarce, you see."

"How can that be?" the woman wanted to know. "Why, the papers are full about how there's such a bumper crop the apples are rotting on trees."

"That's the whole trouble," explained the grocer. "That's how come they're scarce. It just doesn't pay to pick 'em."

◆ ◆ ◆  
"I suppose now you are married you will be taking out some insurance?" the insurance agent asked of the bridegroom.

"Oh, no," came the reply. "I don't think she's dangerous."

## "David Harum" Special Bakers

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—  
DIASTATICALLY BALANCED

•  
**STRONG—  
UNIFORM—  
EVENLY PERFORMING—  
FLOUR FOR BAKERS**

•  
*Milled for Perfection  
—Not Priced*

*"Laboratory Tested  
For Fine Baking"*

**Lexington Mill  
& Elevator Co.**  
LEXINGTON, NEBRASKA  
SINCE 1884

## Soft Winter Wheat Flours

**Family - Commercial  
Export**

Long Distance Telephone 32  
Cable address—"Jasco"

**J. Allen Smith & Co., Inc.**  
KNOXVILLE 6, TENNESSEE

## HIGH GLUTEN FLOURS

For Bakers

**The Morrison Milling Co.**  
Denton, Texas  
Emphatically Independent

## Sands, Taylor & Wood Co.

Established 1790

**KING ARTHUR FLOUR**  
BOSTON, WORCESTER, SPRINGFIELD, MASS.  
PROVIDENCE, R. I.

"RUSSELL'S BEST"

"AMERICAN SPECIAL"

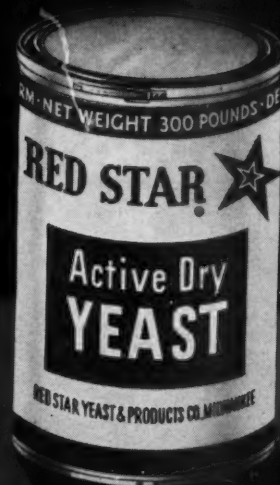
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas

**BLAIR'S** *Best*  
FEEDS  
BLAIR MILLING CO., Atchison, Kans.



*Commercially proven*



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN





*high altitude spring wheat—plus four generations of milling experience—plus a modern mill—result in TRISCO flour—for bakers who want a mellow-type flour of superior quality.*

**TRI-STATE MILLING CO.** Rapid City, S. Dak.

## Dorothy Glenn

(Continued from page 31)

ing of yourself, it's way past time to do it. Whether we agree that these new shopping habits are good, or disagree . . . the fact remains that the habits have changed. For continued volume and profit, we must keep abreast of Mr. and Mrs. Shopper, and preferably a few steps ahead of them.

The use of the "number" system of serving customers was instantly successful with all shoppers, wasn't it? It solved many problems and is still in use.

Why not accept another new method or two? First, let's start to identify product. Why do you depend upon your sales force to do the entire job? Why not let the shoppers look for themselves—they're in the habit of doing it in the supermarket. Yes, tell Mr. and Mrs. Shopper by way of printed or lettered signs just what the product is. Then, add just a word or a phrase of description, a word or a phrase that is a silent salesman, that is so tempting that you almost dare the customer to resist.

Now, let's price the baked goods! No matter how tempting your goods may be, there's always the problem of doubt in the shopper's mind until the price is obtained. Perhaps, if you haven't posted prices, the buyer must wait to be served. During that waiting period that doubt in the mind can so easily turn to positive refusal.

How about those men shopping with you? Do you tempt them with "snack" foods and suggestions? Or do you wait and hope that they'll use their imaginations? No—you

must plan for impulse buying if you are to profit from it properly. Recognize that it exists, and plan your campaign accordingly. If you don't, you're missing volume and profit.

Are you taking advantage of the growing tendency for shoppers to buy related items? They're doing it every day in the supermarket. But, how about you? Are you using the colorful display material offered by your suppliers that suggest baked goods in the most inviting way . . . as part of a meal . . . or in a delightful setting? Power of suggestion is indeed a powerful sales tool. Use it for greater volume and profit in your shop.

Have you offered your customers recipes and meal suggestions? If you haven't, you've missed a good bet. Set up a very inexpensive bin, or box, or bulletin board. Offer the printed material of the trade, or of your suppliers. Every bit of it encourages Mr. and Mrs. Shopper to buy and use more baked goods. Isn't that good enough for you? It is bound to increase volume and profit over the long haul.

Speaking strictly from the viewpoint of the shopper, we wish that the retail bakeshop would take a leaf from the book of the supermarket operator. Our shopping would be easier. We've changed our habits a bit, but too many times we find the bakeshop operator hasn't. So, for that reason, we often buy our baked goods at the supermarket. We much prefer the quality of the retail baker, by the way, but we want to shop our way.

Yes, the fabulous success of the supermarket is known. There must be a reason for such success. By taking a few of these techniques for ourselves, we are sure of greater volume and profit.

## PRESENTING...

**Practo-Ice** **POWDERED**

The ONE Powdered Basic Ingredient **for ALL TYPES of ICINGS . . . for ALL BAKERY PRODUCTS—**

Fast-Setting . . . No Racking . . . For Wrapped and Unwrapped Goods . . . For Hand or Machine Application . . . Non-Sticking . . . Non-Peeling . . . Non-Cracking . . . Resists High Temperatures and Humidity.

EASY TO MIX . . .

EASY TO WEIGH . . .

EASY-TO-SPREAD  
ICINGS

Write our  
SERVICE  
DEPT.—ABNM

for  
instructions  
and  
demonstration

\*Trade Mark

ORDER a TRIAL SHIPMENT of

**Practo-Ice** **POWDERED**

Tested formulas included with each shipment

Take advantage of our SPECIAL OFFER:  
**5-LB. BAG FOR \$2.00 DELIVERED**  
(LOWER PRICES ON 50- AND 100-LB. BAGS)

**THE NULOMOLINE DIVISION**

**AMERICAN MOLASSES COMPANY**

Manufacturers of Nulomoline\* (Standardized Invert Sugar) and Syrups

120 WALL STREET, NEW YORK 5, N. Y.  
330 EAST N. WATER ST., CHICAGO 11, ILL.



Guaranteed Under State  
and Federal Food Laws



## PARTNERS IN PROGRESS



### Stress Public Relations, A. R. Fleischmann Advises

**T**HE fact that the "Heart of America" is also known as the "Bread Basket of America" gives the meeting of the Heart of America Bakers' group an extra and symbolic significance.

In the "good old days" (and you could spell that "daze") the accent was almost entirely on what ought to be done. Today the accent is on the very grand job that is being done and that is being planned.

However, there is always room for more looking ahead. And now that the Bakers of America nationwide advertising program is doing such a fine job of helping to maintain the baking industry's competitive position, it might be worthwhile to con-

sider the desirability of emphasizing the public relations approach to some of your problems and opportunities.

Actually, the transition from industry relations to public relations is as easy as it is inevitable. There are two sides of the same overall problem. The point is that if a company or an industry is to make progress, it must establish friendly and satisfactory relations with both its employees and its customers. It must make them

mer good-will can and should be the practical end result of a very practical program.

The first order of business on this practical program is to gain the good-will of the men and women who actually make up and distribute the products you sell. This is a management problem in industry relations

that the baking industry has been tackling with increasing success and that has a very real bearing on its public relations program. For it is generally agreed that the most effective public relations partners a company can possibly have is a staff of contented, loyal and well-informed employees.

In this connection it might be emphasized that employees can't do a very good job of public relations, however well-intentioned they may be, unless they are well-informed about industry facts and figures and the products they make or sell.

For example, the salesman who knows that the price of bread has been held to a much smaller increase than the prices of most other foods is able to do a better job of maintaining public good-will than the one who simply agrees with a complaining customer that "everything's going up."

Thinking in terms of the individual

(Continued on page 50)

**EDITOR'S NOTE:** The accompanying article is the essential text of a talk by A. R. Fleischmann, vice president and general sales manager of the Fleischmann division, Standard Brands, Inc., New York, at the Heart of America Bakers' convention in Kansas City May 13.

sider the desirability of emphasizing the public relations approach to some of your problems and opportunities.

Actually, the transition from industry relations to public relations is as easy as it is inevitable. There are two sides of the same overall problem. The point is that if a company or an industry is to make progress, it must establish friendly and satisfactory relations with both its employees and its customers. It must make them "partners in progress."

#### What's It Worth?

Now, if we regard public relations in its true function, as the creation of good will towards a company or an industry, there can be no doubt as to its importance and desirability, even though it may be difficult to measure in dollars and cents. For example, sometimes good-will is priced at "\$1 and other valuable considerations." Then again it may be listed as an asset worth millions. But there is never much doubt that genuine 14 karat good-will is worth a good deal.

In modern business practice, the achievement of employee and custo-



A. R. Fleischmann



MILLIONS OF AMERICAN HOMES SERVE . . .

*Beautiful* **WHITE BREAD**  
made with *Wytase*  
REG. U. S. PAT. OFF. **DOUGH WHITENER**

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

## State Legislatures Consider New Truck Weight Regulations

Missouri is the only state in which legislation changing motor vehicle size or weight limits has thus far been enacted this year, a mid-March survey of reports from state capitals reveals.

The new Missouri act eliminates limits based on a formula and provides for gross weights based on axle spacing graduated from 32,000 consecutive axles for which 36,000 lb.

spacing is 39 ft. or over. Missouri's maximum weight limit for tandem axle trucks has been 56,000 lb.

Bills to liberalize limitations on truck sizes or weights, or both, were rejected, however, by the 1952 legislative sessions of Colorado, Georgia and Virginia.

Pending in the New York state legislature is a bill which would reduce axle weight from 22,400 to 18,000 lb. wheel weight from 11,200 to 9,000 lb. and tandem axle weight from 36,000 to 32,000 lb. Another pending New York bill would reduce the maximum spacing of two consecutive axles for which 36,000 lb.

is permitted, from 14 to 9 ft., and increase the multiplying factor in the gross weight formula from 750 to 850.

A pending Massachusetts bill would restrict vehicle height to 12½ ft., with an exception of 13½ ft. for automobile transporters, and increase length of single unit and combinations to 55 ft. The Massachusetts bill also would set up a gross weight formula of 850 (L plus 40) and require the payment of a \$10 fee for an overweight permit which is now issued free.

Meanwhile, enforcement of existing motor vehicle size and weight

## AT THE HEAD OF HIS CLASS, NO DOUBT

AUSTIN, TEXAS—Luis Landin of El Paso, Texas, holds a distinction that probably cannot be matched by any other student baker in the U.S. He is the only member of the graduating class. Mr. Landin is one of 26 students enrolled in the baking class at the Texas School for the Deaf here. Each day the class, under the direction of William Bruns, instructor, turns out a supply of baked products for the 500 students and 150 employees at the school.

limits continues to attract both legislative and administrative attention in state capitals.

Governor Williams recently signed into Michigan law two bills designed to make constitutional the imposition of graduated fines on overloaded trucks. The new laws provide that the damages assessed go into the library fund of counties rather than the highway fund and increase the jurisdiction of justice courts to impose the graduated fines.

Bills proposing graduated overload penalties were rejected by the legislatures of Colorado and Georgia, while the Virginia legislature killed a bill which would have greatly increased the penalties of overloaded trucks. The rejected Virginia measure would have increased overloading penalties from 2 to 5¢ lb. for the first 5,000 lb. of overload and from 5 to 10¢ lb. for all of the overload when it exceeded 5,000 lb.

Massachusetts lawmakers are considering a bill which would impose a fine of 2¢ lb. if excess weight is less than 5,000 lb. and 6¢ lb. if excess weight is 5,000 lb. or more. A pending New York bill would provide for fines ranging from 1¢ lb. for excess weight up to 1,000 lb., to 30¢ lb. for excess weight over 8,000 lb.

Ohio's Public Utilities Commission has announced plans for an intensified drive against violations of highway trucking laws, in cooperation with the State Highway Patrol. Beginning in April, it was announced, there will be a 400% increase in inspection of trucks for overloading and violation of safety or other regulations.

In Florida, one of many states in which weight law enforcement has been stepped up, the State Highway Patrol announced that of 11,000 trucks checked during February, 298 were found exceeding legal weight limits. A total of \$14,899 in fines was assessed against operators of the overloaded vehicles.

—BREAD IS THE STAFF OF LIFE—

## PACKAGING GROUP TO MEET

NEW YORK—The Packaging Machinery Manufacturers Institute will hold its 20th annual meeting at the Homestead, Hot Springs, Va., Sept. 11-14, 1952, according to announcement by G. Radcliffe Stevens, institute president, who is president of the Elgin (Ill.) Mfg. Co. Charles L. Barr, executive vice president, F. B. Redington Co., Chicago, is chairman of the program committee for the meeting.

—BREAD IS THE STAFF OF LIFE—

## NEW SUNSHINE WAREHOUSE

JOPLIN, MO. — Sunshine biscuit Co., Inc., is building new distribution warehouse and offices here. The masonry building costing between \$75,000 and \$100,000 will be 100 by 120 ft. and will provide warehousing for district distribution of Sunshine products.

**... WHY TALK?**

**TOGETHER THESE TWO ARE STARS.....**

**SUPERSHORT**

**Dehydrated White Culture**

Rather than hurl pretty words at you . . . or attempt to get your decision by eye-catching gadgets . . . we would sooner have the Brolite man come to your bakery . . . without obligation to you . . . and prove "in production" what these two valuable ingredients will do for your white bread.

*Valuable Ingredients for Bakers*

**THE BROLITE CO.**

2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

225 Fourth Ave., New York 3, N. Y.

4128 Commerce St., Dallas, Texas

621 Minna St., San Francisco 1, Calif.

518 First Ave., North, Seattle 9, Wash.

686 Greenwood Ave., N. E., Atlanta 6, Ga.





## Despatch Oven Set to Observe 50th Anniversary

MINNEAPOLIS—June 9 has been set aside for the open house celebration commemorating the 50th anniversary of the Despatch Oven Co., Minneapolis, according to an announcement by C. P. Doherty, president and general manager. The event is being held for the firm's customers and suppliers between 1 and 5 p.m. at the offices and factory, 619 S. E. 8th St.

The Despatch Oven Co. was founded by A. E. Grapp, who, together with his son, H. L. Grapp, introduced and developed a number of innovations that became the basis for an enterprise supplying equipment for controlled heat and humidity for the expanding milling industry in the Northwest.

The company went on to the manufacture of laboratory test ovens and subsequently progressed into the production of ovens for all the industries they had previously supplied with laboratory ovens.

The first World War brought an expansion and great change in the metal working industry in this coun-



C. P. Doherty

try and Despatch kept in step with new developments.

Since June, 1947, when the present board of directors was elected, Despatch has been under the management of its operations executives. They are Mr. Doherty, president and general manager; Fred Larsen, vice president and secretary; G. M. Lund, vice president and treasurer, and G. L. Schuster, vice president and chief engineer.

Some of these men have been with the Despatch Oven Co. during most of its existence. In addition to the main office and plant in Minneapolis, the company maintains a Chicago sales office and has sales representatives in all principal cities.

—BREAD IS THE STAFF OF LIFE—

### GEORGE FLACH RETIRES FROM STANDARD MILLING

NEW YORK — George R. Flach, bakery sales representative in New York for the Standard Milling Co. for the past several years, has retired from the company.

Mr. Flach will announce his future plans shortly.

Well known in the eastern flour trade, Mr. Flach formerly was president of the Broenniman Co., New York flour brokerage firm.

### Evans Milling Co., Inc.

INDIANAPOLIS, IND., U. S. A.

Manufacture Kilo-Dried  
DEGERMINATED CORN PRODUCTS  
Capacity, 16,000 Bushels

### ALL YOUR FLOUR NEEDS from a Single Source

SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT

"The Beardstown Mills"  
BEARDSTOWN ILLINOIS

### Soft Cake Flour

For Biscuit Manufacturers

WATSON HIGGINS MILLING CO.  
GRAND RAPIDS, MICH.

### A SUCCESSFUL DONUT BUSINESS CALLS FOR THE FINEST EQUIPMENT and MIX

DOUGHNUT CORP. OF AMERICA  
393 Seventh Avenue New York 1, N. Y.

## Want new money-making IDEAS?

Now it's as easy  
as clipping a  
coupon . . .



The editors have gone further to make it easy for you to obtain additional information about the development of new and improved products, new services and new literature offered by manufacturers and suppliers. On page 54 in this issue you'll find these new money-making ideas described in the Worth Looking Into department.

All you have to do to obtain the additional information that you'll want about the ideas you can use in your operations is to clip the coupon-return-address card in the lower outside corner of that page. Circle the number of the item you're interested in; fill in your name and address. Fold the clip-out over double, fasten the edges together and drop in any mailbox.

That's all you do. We'll pay the postage. You can be assured we'll see to it that you get the additional information you want quickly.

You're sure to find a money-making idea. Take a look now.

### Reader Service Department

## The American Baker

118 South Sixth Street  
Minneapolis 2, Minnesota

### "SLOGAN SPECIAL"

The Quality Baker's Flour

Oklahoma Flour Mills Co.

EL RENO, OKLAHOMA

## Mennel

Quality, Uniformity,  
Laboratory Control

### HOSTESS SUPERCAKE

Special  
Cake Flours

The  
Mennel Milling Co.

TOLEDO, OHIO - U. S. A.

## Mennel

The Standard Others  
Strive to Reach

### WHITE SWAN FLOUR

SPRINGFIELD MILLING  
CORPORATION

500 GRAIN EXCHANGE AT 6339  
MINNEAPOLIS • MINNESOTA  
Mills at Springfield, Minn.

**Fisher's**

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

**FISHER FLOURING MILLS CO., SEATTLE, U.S.A.**

Domestic and Export Millers  
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY

## Exceptional Bakery Flours TWELVE-40 NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.  
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily Grain Storage 1,800,000 Bus.

★ Buy and Sell Through WANT ADS ★



# Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

**GRAHAM, THE "INVENTOR"**—"Just 105 years ago today," reads a columnist's paragraph in the morning paper, "graham bread was invented by the Rev. Sylvester Graham, Presbyterian minister and temperance advocate. He promoted the new bread as a moral reform measure."

This rather remarkable statement really pinpoints graham bread in point of time. It had never occurred



Graham

to us that the "new bread" came into being complete and sudden-like, on a certain day of the week and probably at a given moment — very likely at 5 minutes to 8 on a blue Monday. Research does not disclose the facts

on this point, but doubtless they are in this point, but doubtless they are in the possession of the columnist, for columnists, of course, do not deal with anything but facts.

As for Sylvester himself and the moral aspects of graham bread, let's go back into files and look at parts of a very complete account of the whole matter written by Dr. James A. Tobey, who formerly was nutritional director of the American Institute of Baking.

Of the many food faddists who have colored the American scene, Dr. Tobey wrote, Graham was probably the most frenzied. To numerous persons he was, and still is, a prophet of better health, and there is no doubt that some of his ideas on bathing, fresh air, sunlight, exercise and dress reform made valuable contributions to the popular health movement. Most of his conceptions of a proper diet were, however, based on superficial knowledge and distorted facts, so that much of his teachings on this subject was erroneous and some of it was harmful.

● **He Was a "Pseudo"**—Like so many other self-appointed reformers in the field of human health, Sylvester Graham was not a doctor of medicine, nor a scientist, nor even a well-educated man. He became a clergyman when he was 30, but his schooling had been desultory and consisted mainly of a short session at Amherst Academy in 1823. Although often known as "Doctor" Graham, it is doubtful if he ever acquired a legitimate doctorate of any sort.

After several years in the pulpit, Mr. Graham was appointed in 1830 as general agent for the Pennsylvania Temperance Society. In order to deal effectively with the evils of alcohol, he studied physiology and reached the conclusion that intemperance was not confined to drink, but included eating, clothing and the sex life.

An invitation to lecture on these cogent subjects at the Franklin Institute in Philadelphia in 1830 started

Graham off on a lecturing jaunt to New York and New England. He espoused vegetarianism, decried the use of all animal foods, insisted that bread be made of coarse, unbolted wheat and eaten when at least a day old, and fulminated against the tightly laced corsets and the lack of bathing which were characteristics of the times.

● **"Grahamism"**—Graham soon had developed an infallible system of health, which was known to his gradually increasing horde of followers as "grahamism." This regime, based largely on vegetarianism, was offered as a sure cure for cholera, then rampant on the eastern seaboard. When, however, Graham departed hurriedly from New York in 1832 at the outset of a cholera epidemic, and many of his followers contracted the disease, the apostle of health suffered a decline in popularity.

Boston then became the scene of Mr. Graham's operations or machinations. In 1837 he was joined by Dr. William A. Alcott, cousin of A. Bronson Alcott, in the organization of the American Physiological Society, made up mainly of lay persons interested in the theories of these two reformers. Dr. Alcott was actually a physician. Like Graham, he was an ardent vegetarian, but strangely enough he had no use for salads.

The three years from 1837 to 1840 were the zenith of Graham's career. He published a book on bread and bread making, which so agitated local bakers that riots broke out at his lectures. The book itself is a dull affair, full of faddism and false notions about food. In 1837 Graham also founded a magazine called the "Journal of Health and Longevity," which gave up the ghost in 1840, when Alcott withdrew all support from his erstwhile collaborator.

● **Made Without Yeast**—The graham bread advocated by Mr. Graham was made of very coarse wheat flour. He permitted no yeast for leavening. The few bakers whom he induced to cooperate soon gave up this formula and produced graham breads with a basic dough of fine white flour, to which they added cracked wheat for bulk and roughage, and molasses for color. With this mixture was included a copious quantity of saleratus to keep the loaf from going sour and to aid fermentation.

Although Dr. Alcott had declared that "physiological reform is peculiarly suited to raise man from a state of sensual degradation," the public soon began to tire of Mr. Graham and his reforms. So our great inventor retired to Northampton, Mass., where he died in 1851 at the comparatively early age of 57. He had promised his followers a century of healthful existence on his peculiar system of diet, but proved to be a poor example of its efficacy. It has been stated that the cause of the death of this ardent advocate of roughage in the diet was an intestinal obstruction.

## Partners in Progress

(Continued from page 47)

bakery in a community, there are a number of activities that can be undertaken to gain the precious goodwill that is always given to a good neighbor.

### Open House Programs

For example, the open house programs that so many bakers feature whenever a new plant or a new addition is built are excellent good-will builders for both the baker and his industry as a whole.

Such activities may cover a wide

range of services from running for public office to running a charity church bazaar. Incidentally, we are beginning to recognize that the first of these activities, running for public office, is the only way today's businessman can hope to run the type of politicians he criticizes out of office.

Other activities include serving on civic committees, helping to bring new industries into the community, making bakery sales meeting rooms available to various consumer groups and generally helping to make the community a better place in which to live and work.

It is obvious that if the bakers of each community do a good job in their own territories the baking industry as a whole will benefit and the public as a whole will be less likely to be taken in by the unfair and untrue attacks on bakery products that are occasionally made by food faddists and crackpots.

Nevertheless the public is so inclined to accept and believe what it reads in the public press that the baking industry requires the overall protection of such agencies as its national and regional associations as well as the good-will efforts of each individual bakery.

Such agencies serve as the vigilant guardians of the good name and the good-will of the industry as a whole coming up with factual rebuttals whenever and wherever some rabble-rousing group or individual decides to throw mud at the shining target that is offered by man's staff of life.

As we have frequently seen in the past, people who love the limelight often feel that by attacking bread they can achieve the limelight. But on the other side of the ledger there is the fact that no other food in all the world receives such a favorable press as does bread.

I refer, of course, to the constant references to our daily bread as the oldest and most universally accepted symbol of all types of food . . . the golden brown loaf of bread against a background of wheat that automatically leaps to mind whenever we think in terms of productive plenty—or whenever we think of the basic foods that sustain mankind.

### Valuable Asset

Here is a public relations asset that couldn't be created by a million press agents, with a billion dollars, working 365 days in the year. It is a priceless heritage that has come down to the baker through the centuries, and that has been scrupulously and proudly preserved by the generations of honorable craftsmen who have preceded him.

It is also one of the reasons why the bakers of this generation were so wise and far-seeing in repairing the one flaw that had appeared in the otherwise perfect staff of life.

That flaw, as you know, was the gradual reduction in bread's vitamin because of the gradual refinement of methods of modern milling. And even though bread was still one of our best and most wholesome energy foods, it was not the basic protective food it had been in the past and that it is today.

The fact that the Bakers of America voluntarily and willingly undertook to remove that flaw and to restore bread to its pristine perfection as a protective food was one of the most forward-looking public relations steps that any industry has ever taken. And although they may not be directly visible on each individual baker's cash register, the enrichment of bread has been paying steady dividends to the baking industry.

The enrichment of bread turned its



**ARBA SALES GIRLS HONORED**—Miss Helga Judicke, Judicke's Bakery, Bayonne, N.J. (left), second prize winner in the Associated Retail Bakers of America's National Retail Bakery Sales Girl Contest, receives an engraved silver cup from ARBA vice president Otto Berchtold (extreme right) at the New Jersey Bakers Board of Trade Banquet at Rochelle Park, N.J. Other participants in the ceremony pictured above are (left to right) Miss Melba Mumford, Standard Brands, Inc.; Richard Methven, president of the New Jersey Bakers Board of Trade; Joseph Gratzel, banquet chairman, and Paul Croton, honorary banquet chairman. Pictured at the extreme right above is Mrs. Cecella M. Penney, retail bakery sales girl at the Mohican Store, Quincy, Mass., as she receives an engraved silver cup from ARBA director D. W. Newcomb for the jingle that won her third prize in the contest.



## DIXIE LILY

Plain and Self-Rising  
A Flour Without Equal  
Anywhere

**BUHLER**  
MILL & ELEVATOR CO.

• Mill & Gen. Offices, Buhler, Kansas  
• Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

## "Sweet Cream" "Very Best"

Quality Flours

**W. J. JENNISON CO.**  
MINNEAPOLIS, MINN.



## ACME RYE

A HIGH QUALITY  
WISCONSIN RYE FLOUR  
All Grades

FISHER-FALLGATTER MILLING CO.  
WAUPACA, WISCONSIN

Victor-Champion-Frost King-Headliner

Family Flour De Luxe

**THE CRETE MILLS**  
CRETE, NEB

Michigan Soft Wheat Flour

Plain and Self-Rising

**King Milling Company**  
LOWELL, MICHIGAN

STAR OF THE WEST

One of the Best  
**MILLING COMPANY**  
NIGHTINGALE and STAR Patent Flour  
Phone 2131 Frankenmuth, Mich.

BAG MAKERS SINCE 1870

**FULTON BAG & COTTON MILLS**

Kansas City, Kan., Atlanta, St. Louis,  
New York, Dallas, Minneapolis,  
New Orleans, Denver, Los Angeles

**GLOBE BAKERS FLOUR**

Globe Cereal Mills  
El Paso, Texas

responsible and authoritative nutrition critics into its most enthusiastic supporters. The irresponsible crackpot faddists, of course, we will always have with us. But today whenever such attacks are made there are scores of recognized authorities who are willing and eager to rush to its defense and to blast the attacker off the printed page.

Whether or not enrichment has resulted in such positive dividends as the increased consumption of bread is not as clear. But it has certainly provided the basis for an advertising, publicity and public relations program that should, eventually, achieve such a positive result.

For example, enrichment is far from being a dead issue from the standpoint of public prestige and news value. Stories are constantly appearing in the public press on such dramatic demonstrations of enrichment's value as the Newfoundland Experiment—where five years of enrichment practically cured the island's entire population of deficiency diseases due to lack of iron and B vitamins.

### Impressive Promotion

In our own country it is difficult to conceive of a more impressive piece of product promotion than the Bakers of America advertisement which appeared in leading magazines last year and which quoted the president of the American Medical Assn, along with other top authorities, to the effect that enriched bread was a "miracle that could happen only in America."

That, in my opinion, was an endorsement to top all endorsements, the type of public relations triumph that couldn't have been bought for all the money in the baking industry.

And yet, I believe that from the standpoint of a public relations approach, the motion picture "Land of Everyday Miracles" offers equally striking evidence of the fact that a good deed (like enrichment) will continue to reap undreamed-of public relations rewards.

Here is a purely theatrical film, produced in Hollywood by one of the nation's largest film companies, that classifies enriched bread as one of America's greatest everyday miracles.

The film has been shown in 845 first-run theatres in 801 of the nation's largest cities. In the months to come it will be seen by millions of men, women and children in every town, hamlet and neighborhood from coast-to-coast. Each of those theatergoers is a consumer of bread. Each will see and hear enriched bread described as "an everyday miracle" that helps protect them from the ravages of hidden hunger.

Moreover, they will see and hear that message in a patriotic pageant of the other miracles that have helped to make and keep America great and strong. And they will accept it with the same unquestioning belief that they accept those other wondrous miracles of our American way of life.

Here also is the type of public relations vehicle that is without price. For it is the type of vehicle that must be based on favorable fact, not fiction. And your voluntary enrichment of white bread was the fact that made possible the tribute that is paid to your product in the Warner Bros. technicolor featurette, "Land of Everyday Miracles." We truly believe that the baking industry deserves the tribute that is paid to it and to its products in this film. It is a picture that makes you glad you are an American, makes you proud you are a baker.

Be Proud of Your Job,  
as We Are of Ours, for

# "Bread is the Staff of Life"



GIBRALTAR

Flour

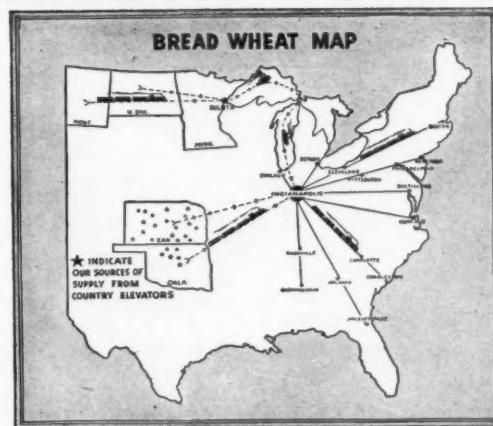
KANSAS BEST

Flour

The Consolidated Flour Mills Co.

"In the Heart of Kansas"  
Wichita, Kansas

## STRATEGIC LOCATION



## ACME-EVANS COMPANY

INDIANAPOLIS, IND.

Over a Century of Milling Progress

• Since 1821 •

105 YEARS OF MILLING EXPERIENCE  
PLUS MODERN LABORATORY CONTROL  
ASSURES THE BAKER EXCELLENT RESULTS WITH:



HUMMER—Spring Hi-Gluten  
LIBERTY—Short Spring Patent  
BEST PATENT—Standard Spring Patent  
SPECIAL—Extra Strong Spring Patent  
STRONG BAKERS—First Spring Clear  
CAKE and PASTRY FLOURS  
RYE—White - Medium - Dark

**GEORGE URBAN MILLING CO.** BUFFALO, N. Y.

In the . . .

# Industry Spotlight

. . . by Bill Lingren

## Stales Loss Cuts Net Profit

Much has been said from convention platforms this year about the increasing stales problem of wholesale bakeries. One of the most vocal wagers of war against the stales problem has been E. J. Sperry of "Sperry's Personal Opinion," Chicago. Mr. Sperry has cited the sharp increase of stales in the last year from 3% in 1950 to 3.8% in 1951. This is an increase of 320,000 stales daily, or 99,840,000 increased stales yearly. The increase from 1950 to 1951 represents a total of \$14 million increased loss in stales in the wholesale baking industry of this country, figuring material costs alone.



Bill Lingren

The total stales of the baking industry amount to 474 million yearly, or approximately \$68 million of stales lost in material costs alone.

In discussing the reduced profits reported by most wholesale bakeries, Mr. Sperry makes a very significant point.

"The increased cost of stales loss in the last year plus the increased cost of labor," Mr. Sperry points out, "is about equal to the decrease in net profit that most wholesale bakeries have experienced."

Wholesale bakers looking urgently for ways to reduce costly profit leaks should turn first to a study of their own individual stales problem.

## "Running Twice as Fast"

Last month saw the formal opening and dedication of "the largest automatic bread and cake bakery in the world" owned and operated by the American Stores Co. of Philadelphia. Many new features were incorporated in this new baking plant and the company feels that it has "built a tool that will enable us more effectively to perform the function of services that our business imposes upon us."

William Park, president of American Stores Co., has pointed out that "these advances in the baking art could be called our way of agreeing with the Queen in 'Through the Looking Glass'."

Mr. Park points out that Lewis Carroll had the Queen say to Alice:

"It takes all the running you can do to keep in the same place. If you want to get somewhere else, you must run twice as fast as that."

Construction and equipment of the new bakery and warehouse represent American Stores' way of "running

twice as fast" in the desired direction. Mr. Park points out that with the new plant the company "can more than keep pace with customer requirements and can help improve and expand modern production and distribution methods in an essential industry."

The philosophy of "running twice as fast" is a good one. All bakers and all allied trade firms should keep it in mind and make sure that they are not standing still in their efforts to serve the consuming public.

## Food Consumption Increases

Figures recently released by McGraw-Hill Publishing Co. in its "Pulse Beat of Industry" indicate that there has been a 13% per capita increase in food consumption since pre-World War II days. The highest increase has been in processed foods. Food surpluses are vanishing. In fact, they are down 50% since pre-Korea.

Consumers spent 23% of their income on food in the 1935-1939 period, contrasted with 26% in the last quarters of 1950 and 1951. Nineteen percent of income in 1950-51 bought as much food as 23% would buy in 1935-39, despite the diminishing value of the dollar. The food purchasing power of an hour's labor, for example, has increased from 6.4 loaves of bread in 1929 to 10 loaves of bread in 1951.

While food purchases have increased, however, new and more expensive foods have made inroads in the fight for the consumer's dollar, in many instances at the expense of the basic foods such as bread. Vast sums of money have been and are being expended by specialty food producers in their efforts to increase their share of the consumer's food dollar. The baking industry must not lag behind in its promotional effort.

It is another example of the need for "running twice as fast" to get ahead.

## Baking School Classes Open

Young men in the industry wishing to increase their knowledge of bakery operations have the best opportunity in years for attending baking schools throughout the country. All of the recognized baking schools have reported that now, for the first time in years, they have exhausted their waiting lists of students and can accept new students on a current basis.

In addition, students taking the baking courses have the advantage of uncrowded classes, greater opportunity for individual participation in class work and greater individual assistance from instructors.

Young men who have thought of taking a baking course in the past but have put it off because of the long waiting lists should reconsider their

plans now. This also is an excellent time for bakers who wish to encourage employees in training for the future to help promote the attendance at baking schools. They will be doing not only themselves but the entire baking industry a favor.

## Past SBA Heads Out in Force

Mrs. Winifred Johnston of the Southern Bakers Assn. headquarters staff points out that no less than eight past presidents of the SBA were in attendance at that group's

recent convention in Atlanta. They were:

F. B. Evers, American Bread Co., Nashville, Tenn.; J. Roy Smith, Smith's Bakery, Mobile, Ala.; R. H. Jennings, Palmetto Baking Co., Orangeburg, S. C.; Joseph Hexter, Columbia Baking Co., Atlanta; George Ball, Ball's Bakery, Opelika, Ala.; William J. Colby, Ambrosia Cake Co., Birmingham, Ala.; E. P. Cline, Southern Bakers Assn., Atlanta, and Earle P. Colby, Ambrosia Cake Bakeries Corp., Jacksonville, Fla.

In addition, of course, in attendance were the retiring president, John Wolf, Wm. Wolf Bakery, Baton Rouge, La., and the president elect, Raymond Streb, Royal Baking Co., Raleigh, N. C.

This was quite a display of "association royalty" and indicates the continuing interest of these baking industry leaders in association affairs.

—BREAD IS THE STAFF OF LIFE—

## TALK ON FLAVORS

PHILADELPHIA — Hy Mencher, Extrin Foods, Inc., New York, spoke on cultured flavors and their origin at a recent meeting of the Philadelphia Bakery Production Men's Club.



ON THE NEW YORK SCENE—Lever House, a \$6 million, 24-story tower of steel and blue glass, was dedicated April 29 when 250 business executives toured the ultra-modern office building as guests of Lever Bros. Co. The unusual structure, occupying the western Park Avenue blockfront from 53rd to 54th streets, has a three-story open sun-deck and street garden on the southern end of the building, with a terrace flowering with azaleas. The street level below the terrace is open plaza with a willow tree and Japanese holly and pansy beds. In the arcade, a stainless steel plaque unveiled at the dedication ceremony reads: "The mission of our company as William Hesketh Lever saw it, is to make cleanliness commonplace, to lessen work for women, to foster health and contribute to personal attractiveness, that life may be more enjoyable and rewarding for the people who use our products."

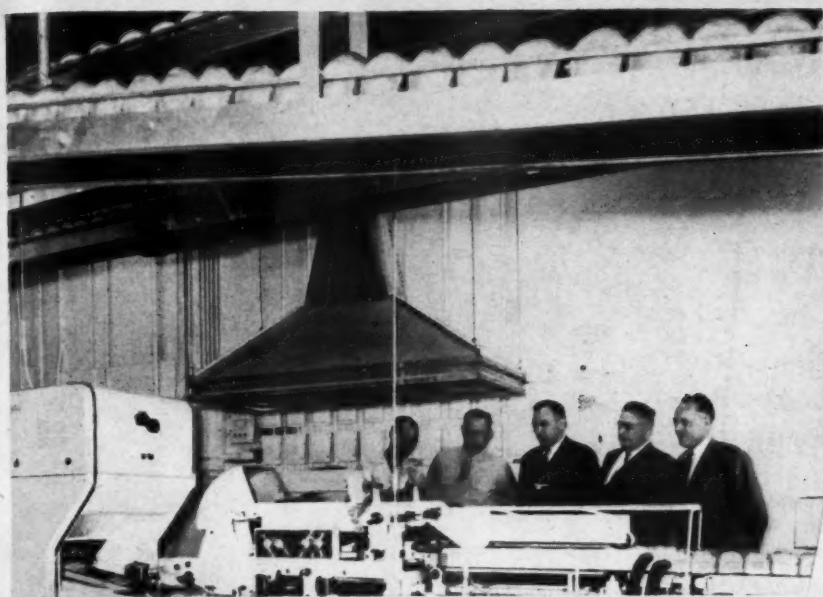


They

d Co.,  
Smith,  
R. H.  
Co.,  
exter,  
George  
Ala.;  
e Co.,  
Cline,  
a, and  
Bak-

dance  
John  
Baton  
elect,  
Co.,  
"as-  
s the  
aking  
n af-

cher,  
poke  
igin  
mila-  
en's



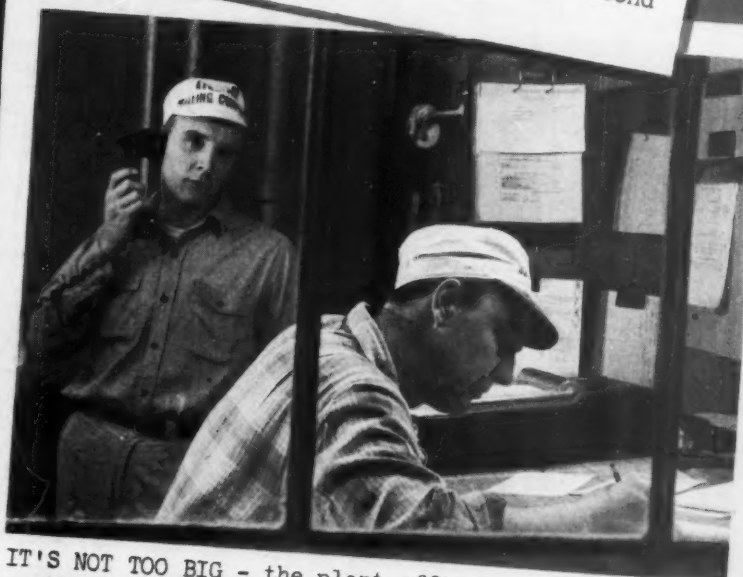
ADMIRING NEW SLICER-WRAPPER at Hart's Bakery in Memphis are Kirk R. Duke, plant manager; John McCrory, general manager; L. S. Hartzog, president; Harry E. Reid, southern representative for Atkinson; Russell E. Schaumburg, plant designer. Overhead is new conveyor-cooler.



COLOR TEST is made early in the milling run to make sure of an exact match with the previous run of the same type. Plant superintendent H. H. Collier examines the "slicks" with Bill Spiekerman, second miller.



THOSE SMILES may mean a new customer on the Atkinson map - or just a good vacation spot. Anyway, Don Rogers, in charge of Eastern sales, points out an interesting bit of territory to Logan Johnson who handles Central and Southern states and Tom Whalen the Northwest.



IT'S NOT TOO BIG - the plant office - but plenty goes on there. Earl Fritchman, bulk plant superintendent, phones the lab to line up the day's run. Don Meichels makes out a shipping record.

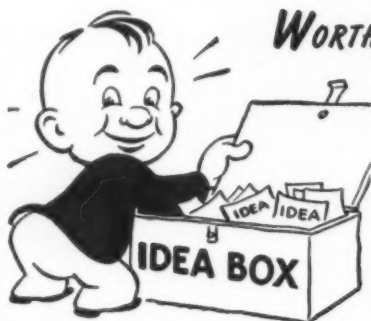
## Speaking of Atkinson...

VITAL STATISTICS DEPT. We asked a few searching questions of 35 of our people and found that married life is very popular, with 31 enjoying the holy bonds and bringing up 59 children. Twenty-nine own their own homes. If the musicians of this group ever got together, they would have a hot combination of piano, drums, bass horn, sax, cornet, harmonica and guitar. Another hot combination is Atkinson flour uniformity and bin-aging\* - a combination that cuts your production problems to the bone. May we show you? Atkinson Milling Company, Minneapolis, Minnesota.

\*"IT'S BIN-AGED" REG. U.S. PAT. OFF.



END RESULT of the whole milling process is to get a perfect loaf in the test bake. Fred Fuehrer makes sure color and texture measure up so that you can count on uniform performance.



WORTH LOOKING INTO . . .

**NEW PRODUCTS**  
•  
**NEW SERVICES**  
•  
**NEW LITERATURE**

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

**The American Baker**  
118 So. 6th St. Minneapolis, Minn.

### No. 3256—Sheet Panliner

A new treated sheet panliner, developed to prevent sticking of yeast raised goods, is being introduced by the Sherman Paper Products Corp.



The firm states that the product is designed to eliminate pan greasing, prevent black spots in products because of carbonization and prevent smoking. The new panliners, called 35K-202, are available in the stand-

ard bun tray size with square or round corners as well as with an additional 1 in. side wall. Special sizes can be made quickly to order. The photo shows a pan of crunch rolls baked with the panliner. For more details circle No. 3256 and mail the coupon.

### No. 3257—Weather Service

Long range weather forecasting is now available in the form of a monthly weather map put out by Blewett Weather Service. Expected rainfall and anticipated average temperatures are provided by cities. The firm states that the service can be purchased as an aid to business operations and that the maps are available in any quantity, for mailing to customers and prospects. Predictions up to six months in advance, in 10-day periods, also are available. For more details circle No. 3257 and mail the coupon.

#### Send me information on the items marked:

- |   |   |
|---|---|
| <input type="checkbox"/> No. 3239—Packaging Folder  | <input type="checkbox"/> No. 3255—Oven Brochure     |
| <input type="checkbox"/> No. 3250—Powdered Icings   | <input type="checkbox"/> No. 3256—Sheet Panliner    |
| <input type="checkbox"/> No. 3251—Lemon Concentrate | <input type="checkbox"/> No. 3257—Weather Service   |
| <input type="checkbox"/> No. 3253—Sanitation Folder | <input type="checkbox"/> No. 3258—Tart Plate Feeder |
| <input type="checkbox"/> No. 3254—Electric Oven     | <input type="checkbox"/> No. 3259—Oven Unloader     |

NAME.....

COMPANY.....

ADDRESS.....

CLIP OUT — FOLD OVER ON THIS LINE — FASTEN (STAPLE, TAPE, GLUE) — MAIL —

FIRST CLASS  
PERMIT No. 2  
(Sec. 34.9,  
P. L. & R.)  
MINNEAPOLIS,  
MINN.

#### BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

118 South Sixth Street

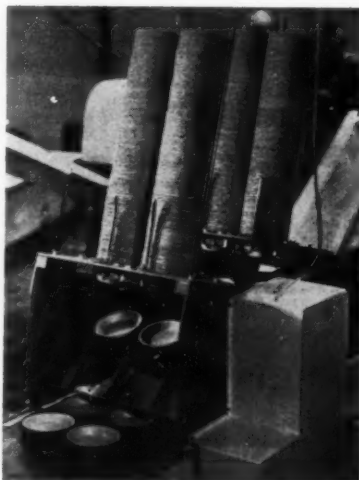
Reader Service Dept. Minneapolis 2, Minn.

### No. 3250—Powdered Icing Ingredient

The Nulomoline division of the American Molasses Co. has announced a powdered basic icing preparation, under the trade name of Practo-Ice. The firm states that it is "a single preparation of scientifically designed balanced ingredients in powdered form to control the texture, consistency, volume and stability of the entire range of icings." It can be used for hand or machine application and for wrapped or unwrapped goods, according to the company. A brochure describing the product and containing formulas for icings made with Practo-Ice is available. Circle No. 3250 and mail the coupon.

### No. 3258—Tart Plate Feeder

The Sutherland Paper Co. has developed an automatic tart plate feeder for use with the Colborne machine. This attachment, which is quickly re-



moved or replaced at the feed end of the Colborne machine, deposits Sutherland Bake-A-Pie plates directly into the forming wells of the straight-line machine. No operator is required and one loading of plates lasts 20 minutes or more, the firm states. The tart plate feeder is approved by the Colborne Mfg. Co. The accompanying photo was taken at the Blue Bird Baking Co. plant in Dayton, Ohio. For more details circle No. 3258 and mail the coupon.

### No. 3255—Oven Brochure

The Petersen Oven Co. has released a new brochure on its automatic double unit tray oven. The brochure, designed to be filed in the Petersen bakery equipment file folder, described the specifications and performance of the ovens, and contains illustrations of various types of installations. More than 250 automatic installations now are in operation, the firm reports. To receive a copy of the brochure, circle No. 3255 and mail the coupon.

### No. 3259 Oven Unloader

The Read Standard Corp. has developed the Readco automatic oven unloader and depanner which, according to the firm, provides an automatic method of receiving the pan straps directly or indirectly from the oven, removing the bread from the pans and delivering the bread and the pans to separate conveyor systems.

The automatic depanner may be

**ROBINSON**  
**QUALITY**  
**FACTS**

Our natural wheat supply territory in northwestern Kansas grows the best baking hard winter wheats in the world.

We get virgin, country-run wheat from this territory directly from our own country elevators and we can buy freely also in our Salina market which draws from this area.

This background of choice baking quality is readily apparent in the excellence of Robinson flours in the bakery.

**The ROBINSON**  
*Milling Co.*

**SALINA, KANSAS**  
MILLING CAPACITY 2,700 CWTs.  
GRAIN STORAGE 1,350,000 BUS.

### Fort Morgan Mills

Family and Bakery Flour

Milled only from the very choicest Colorado highland wheats  
FORT MORGAN -:- COLORADO

### Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.  
DANVILLE P. O. Astice WISCONSIN

### For Quality, Economy and Reliability, Use BROWN'S HUNGARIAN

America's Premier Cake Flour

BROWN'S HUNGARIAN CORPORATION  
25 Broad Street New York City

### Super Chief

High Protein Flour

GREEN'S MILLING CO.  
Morris, Minn.

### Moore - Lowry Flour Mills Co.

Kansas City, Mo.

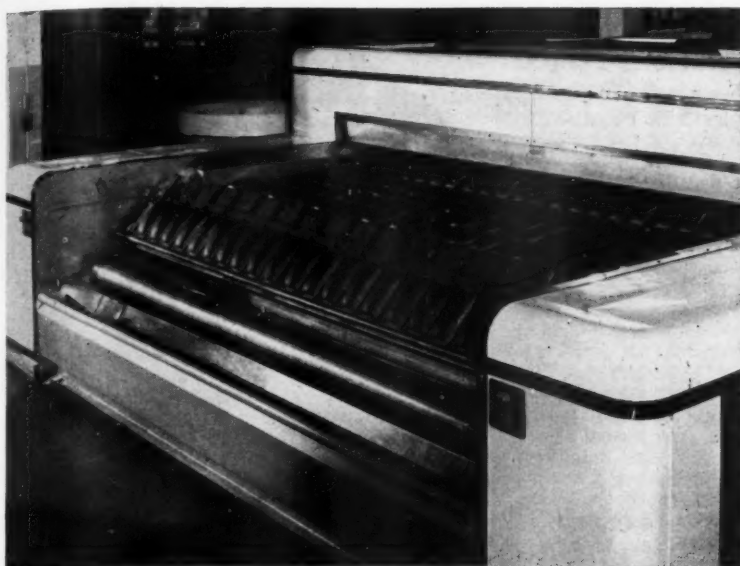
PRECISION-MILLED FLOURS

**PIE-PAK** CONTAINERS  
• Sanitary  
• Economical  
• Easy to apply

Boost Your Pie Profits

PIE-PAK CO., INC. 1300 HUDSON STREET  
HOBOKEN, NEW JERSEY





located at the delivery end of the oven, at which point the pan straps are delivered directly to the depanner roll bed from the oven hearth. This equipment may be located remotely as in the case of the side discharge tray type oven in which event the pan straps are delivered to the depanner by a conveyor system.

When the automatic depanner is located directly at the delivery end of the tunnel oven, the bread is most frequently discharged from a receiving chute directly to the shelves of the bread cooler, which run beneath the depanner and under the floor. In the case of the remote installation, the depanner is usually located at the leg of the cooler and likewise discharges the bread directly

to the cooler shelves. Whether this equipment is located at the oven or remotely, the pans may be discharged from either side of the depanner onto a conveyor which will deliver them either to an elevator and overhead pan cooling system or to a point where hand stacking is most convenient. For more details circle No. 3259 and mail the coupon.

#### No. 3251—Lemon Concentrate

The J-A Corp. now is producing Lemon Quick, a powdered lemon concentrate that includes dehydrated lemon juice, lemon peel and oil of the lemon, according to an announcement by J. A. Appleton, president of

the firm. He stated that recent baking tests showed that only 1½ oz. of the product are required to make enough filling for five lemon pies. Back of the product, Mr. Appleton said, is an exclusive process that permits the reconstitution of the essential lemon oil, as well as other components of the lemon. For more details circle No. 3251 and mail the coupon.

#### No. 3254—Electric Oven

Associated Products, Inc., has announced a new model Akron electric oven No. 1100 series designed for commercial baking. According to a spokesman for the company the new oven is made in one, two and three sections and may be used in any combination up to three sections per unit oven. Each section measures as follows: Outside dimensions 70" by 63¼" by 20½"; base section 4 in.; inside dimensions 56 by 57 by 8 usable area; KW per section 9. The new oven is serviced from the front to avoid moving of equipment for maintenance. Each section has individual

thermostatic control. Detailed information on the ovens may be had by circling No. 3254 and mailing the coupon.

#### No. 3253—Folder on Sanitation

A 4-page folder, entitled "Sanitation in the Bakery" recently prepared by the International Milling Co., is now available to bakers without charge. The folder offers general suggestions for contamination control in the bakery and gives helpful instructions for proper storage of products, handling of fumigants and insecticides and cleaning of flour and dough-handling equipment. To receive a copy circle No. 3253 and mail the coupon.

#### No. 3239—Folder on Packaging

A new 28-page "Style Guide" detailing construction designs for folding cartons has been issued by Robert Gair Company, Inc., manufacturers of folding cartons, paperboard and shipping containers.

## DAIRYLEA

(NON-FAT)

### DRY MILK SOLIDS

direct from our farms to you

carefully  
graded for  
bakery use  
for better  
bread

DAIRYMEN'S LEAGUE CO-OPERATIVE ASSOCIATION, Inc.  
100 Park Avenue, New York 17, N. Y.  
OREGON 9-1230



## YOUR BEST FLOUR BUY for HIGH-SPEED OPERATIONS!

You'll find no finer short patent flour on the market than Quaker Bakers Flour—no finer flour for today's changing baking formulas—no finer flour for modern high-speed production!

Quaker Bakers Flour is milled under the high standards of The Quaker Oats Company, and constantly laboratory-checked for uniformity. What's more, you can buy this practical, unchanging-quality flour at a practical price. Get full information now. Call, write or wire...

## The Quaker Oats Company

CHICAGO, U. S. A.

Mills at: Cedar Rapids, Ia.; St. Joseph, Mo.; Sherman, Texas; and Los Angeles, Calif.

**QUALITY FROM EVERY ANGLE**

**KANSAS DIAMOND BAKERY FLOUR**

**PREMIUM WHEATS** **LABORATORY CONTROLLED**

**EXPERT MILLING** **BAKING TESTED**

*Millers of Fine Bakery Flours*

**HIGGINSVILLE FLOUR MILLS** **ARKANSAS CITY FLOUR MILLS** **DIXIE-PORTLAND FLOUR MILLS**  
HIGGINSVILLE, MO. ARKANSAS CITY, KANSAS CHATTANOOGA, TENN.

**DIXIE-PORTLAND FLOUR COMPANY**  
MEMPHIS, TENN. **CAPACITY 20,000 CWTs.**

## SPRING WHEAT FLOURS

**RED WING SPECIAL  
BIXOTA**

**CREAM of WEST**

*PRODUCE BREADS WITH TASTE APPEAL*

**THE RED WING MILLING CO.**  
RED WING, MINNESOTA

*Wheat Washed with Our Own Artesian Well Water.  
Flour Tested and Baked in Our Own Laboratory.*

**HIGH UTILITY PATENT**

Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

**INDEPENDENT OWNER MANAGED**

*The* **WALL-ROGALSKY MILLING CO.**  
MEMPHISON, KANSAS

**J. F. IMBS MILLING CO.** ST. LOUIS, MO.  
*Millers of Hard and Soft Wheat Flour*  
**DAILY CAPACITY 4,200 CWTs. SACKS**

**"Diamond D"** A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.  
**Sheridan Flouring Mills, Incorporated**  
SHERIDAN, WYOMING

## Shift in Employee Relations Noted

NEW YORK—Company programs of economic education for employees are shifting more and more from attempts designed primarily to "sell" the private enterprise system to one of helping workers understand the economic "facts of life" about the company and why the management pursues the course it does in conducting operations. According to Fred Rudge of Fisher, Rudge & Nebbett, New York, whose book on "Economic Education for Employees" has just been published by National Foremen's Institute, a study of successful programs proves that employees crave this second type of information, and that supplying it to them in a form they can grasp is the surest means of increasing their economic understanding.

"Consciously or unconsciously," Mr. Rudge explained, "employees are always passing judgment on management's acts and policies. If their verdicts are based on partial information or misleading 'grapevine' reports, the results are apt to be unfavorable. But if they know what makes the company 'tick' and how it is affected by economic principles and conditions, they usually see things in a different light."

### What They Want to Hear

"The really effective programs are those which tell employees what they want to hear—facts which have a bearing on their job security, opportunities for advancement, improvements in their social status, and the like, tied in wherever feasible with current news. The best way to kill an economic education program is to let it be dominated too much by what management believes is good for employees to know."

"This often means that management must shed certain rationalizations—proved incorrect by long research—such as 'people only work for pay' or 'closer supervision is good supervision,' 'everybody wants to get ahead' or 'make people rivals and they will get more done.' It also entails abandoning the so-called policy of silence—the idea that 'employees don't need to know. They will get things twisted. They wouldn't be interested, anyhow.'"

Successful programs, Mr. Rudge said, reflect the basic principle of two-way communication—stimulating employees to ask questions, initiate discussions, as well as to disseminate information from the top. Various types of printed and graphic material are employed—letters from the

president, house publications, employee annual reports, bulletin boards, advertisements in plant community newspapers, etc.—but to supplement, rather than replace, word-of-mouth.

### At the Supervisor Level

"Where this counts most," according to Mr. Rudge, "is at the foreman level, because the supervisor occupies a strategic position between middle management and the workers. Naturally, this means that foremen must be given the right information and trained to fill the 'economics teacher' role. He must be shown how saying the right things at the right time will help solve problems of his own, such as absenteeism, spoilage, malingering, imagined grievances and the like."

"Every program should be prefaced by research to determine the employees' readiness and ability to absorb economic information. The management should know about their attitudes, their background as members of a social group, their economic behavior and habits, the language they speak, their areas of interest and the level of their knowledge."

## "AIDA"

(Continued from page 27)

scious customer has been disproved. Such stores as Safeway and J. C. Penney, operating on a price basis, have built or remodeled for a modern concept—the general public did not suddenly fear their prices. To create a delightful setting is not only desirable, but imperative in these days of buyer resistance. There is but one rule—do not add frills. "Gold braid," and not a modern, well planned store, is the thing which frightens the potential customer on the basis of price. Such factors as ornate draperies and too elaborate signs, fall in the category of "gold braid."

It is not necessary to hire a display man at \$10,000 a year to achieve intelligently planned displays and effective backgrounds for bakery goods. Each firm has one or more people with an aptitude. The thinking of all personnel can be combined in a round table discussion. Materials are available at display houses. Frequently made changes create a crisp, fresh approach which can be managed with the cost running less than 1/2 of 1%.

The hypothetical 2-5% spent on advertising will pay greater dividends as a result. Display to sell and an increased gross will result.

**PRESTON S. MILLING CO.**  
MERCHANT MILLERS  
ESTABLISHED 1865

**SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY**

*Also Choice Blue-Stem and Hard  
Spring Patents*

**WE INVITE EXPORT CORRESPONDENCE**

General Offices: WALLA WALLA, WASHINGTON  
Mills at Waiilatpu, Washington, Freewater, Oregon, and Athena, Oregon  
Atlantic Coast Office, RAYMOND F. KILTHAU, Produce Exchange, New York



## "Normal" Year Forecast for Biscuit and Cracker Groups

By HENRY S. FRENCH  
American Baker Editorial Staff

CHICAGO — General satisfaction with the past and present, and optimism for the future was expressed by the Biscuit & Cracker Manufacturers Association of America at the 49th annual meeting of the group, held in joint session with the Independent Biscuit Manufacturers Co., Inc., May 19-22 at the Drake Hotel in Chicago.

R. E. Watson, Weston Biscuit Co., Inc., Passaic, N.J., retiring president of the association, told the group in his opening address that the year just finished had been a fairly uneventful one, and that the outlook for the coming year was for rather normal conditions. He expressed satisfaction that the industry had steered clear of a "tailored regulation" for price controls for the group.

Paul S. Willis, president, Grocery Manufacturers of America, Inc., recently returned from a European tour, gave his impressions of grocery operations in Germany, and forecast future developments for American grocers.

He believes that the trend in America is toward more and more self-service stores, and that in the future grocers will carry more non-food items.

Thomas L. Reid, director of Civic Affairs for the Ford Motor Co., Detroit, Mich., speaking on "The Human Side of Business," stressed the humanitarian aspects of industry, and outlined the program of his firm in handling employees and other personnel problems. He urged that there be more consideration given to humanitarianism in business.

Speaking before the Independent Biscuit Manufacturers Co., Inc., May 21, Dr. Melchior Palyi, Chicago, an industry consultant, discussed trends of the business world and gave considerable attention to the foreign situation.

### Need for Research Stressed

He was followed by Lynn H. Stockman, assistant dean of the School of Commerce, Northwestern University, Chicago, with "Mr. Manufacturer, Meet Your Consumer." Mr. Stockman stressed the need for marketing research in the business world, whether as an individual, a company, or an association. He urged that businessmen take steps to know the needs of the market.

C. H. Wertz, Jr., president of the Wertz Biscuit Co., Ft. Smith, Ark., speaking during a closed executive session of the Biscuit & Cracker Assn. May 22, discussed current problems of the smaller operators.

New president of the Biscuit & Cracker group is W. Tilghman Scott, Maryland Biscuit Co., Baltimore, Md. Other officers were reelected for another term. They are: A. P. Strietmann, United Biscuit Co. of America, Cincinnati, vice president; Hanford Main, Sunshine Biscuits, Inc., Long Island City, N.Y., vice president; G. H. Coppers, National Biscuit Co., New York, N.Y., vice president, and R. T. Stokes, New York, N.Y., secretary-treasurer.

### Two New Directors Named

Two new directors were elected to the board of the association. They are: F. J. Delaney, Jr., Midwest Biscuit Co., Burlington, Iowa, and John C. McMullen, Weston Biscuit Co., Passaic, N.J.

Other directors were reelected as

follows: Mr. Strietmann; Mr. Main; Mr. Coppers; H. A. Clemmer, Sunshine Biscuits, Inc., Long Island City, N.Y.; C. R. McKenna, Sioux City, Iowa; J. B. Carr, Carr-Consolidated Biscuit Co., Wilkes-Barre, Pa.; E. S. Moore, Jr., National Biscuit Co., New York, N.Y.; Mr. Scott; B. G. Griggs, Sanitary Biscuit division, Griggs, Cooper & Co., St. Paul, and Mr. Wertz, Jr.

### Independent Group Elects

New president of the Independent Biscuit Manufacturers Co. is J. S. Vander Heide, Holland - American Wafer Co., Grand Rapids, Mich. Other officers elected are: Stuart P. Kessler, Bremner Bros., Chicago, vice president; H. D. Percy, Malbis Baking Co., Biscuit Division, Mobile, Ala., treasurer. Harry D. Butler, New York City, continues as secretary.

New directors of the Independent Co. are Mr. Kessler; Mr. McMullen; Edward C. Johnston, Robert A. Johnston Co., Milwaukee, and R. H. Schmidt, Crescent Macaroni & Wafer Co., Davenport, Iowa.

Other directors reelected are: Mr. Wertz; Mr. McKenna; Mr. Scott; Mr. Vander Heide; Mr. Percy; Mr. Delaney; A. H. Vories, New Orleans; D. A. Parks, Chattanooga; H. G. Schneider, Dayton, Ohio; H. L. Popp, Fort Wayne, Ind., and D. F. Bremner, Jr., Louisville, Ky.

The annual field day was held May 19, consisting of an all-day outing at the Tam O'Shanter Country Club, and including golf, luncheon and dinner and entertainment.

Top golfer of the day was Hunter Brown, Chapman & Smith Co., Melrose Park, Ill. He won the Becker Trophy with a low net of 69. Lee Chase, Jr., Spencer Kellogg & Sons, Inc., Buffalo, N.Y., shot low gross for the day with a 79. The meeting was ended with a cocktail party the afternoon of May 22, courtesy of the allied trades, and the annual banquet in the evening.

—BREAD IS THE STAFF OF LIFE—

## HATHAWAY BAKERIES HOLD ANNUAL MEETING

BOSTON—The annual meeting of stockholders of Hathaway Bakeries, Inc., was held at the Hotel Statler here May 8.

The number of directors for the ensuing year was fixed at three, and James S. Boreck, George E. Drake, and John S. Slater were elected.

At the directors' meeting, held immediately after the stockholders' meeting, the following officers were elected: first vice president, John S. Slater; second vice president, William E. Freeman; third vice president, Romeo R. LaForme; treasurer and secretary, Charles S. Tupper, and assistant treasurer, William E. Freeman.



Carl Humphrey

**OPENS BROKERAGE** — Carl Humphrey, formerly operating a district office for the Standard Milling Co., has opened a brokerage office in Detroit representing the Atkinson Milling Co. in Michigan, and the Ismert-Hincke Milling Co. and the Mennel Milling Co. in Michigan and western Ohio. Mr. Humphrey was with Pillsbury Mills, Inc., for some time prior to his Standard affiliation. He spent three years in the U.S. Navy. His office address will be 18621 Littlefield, Detroit 35, Mich.

## Dunwoody Baking School Reports Student Openings

MINNEAPOLIS — The baking department of William Hood Dunwoody Industrial Institute now can accept enrollments on a current basis, J. R. Kingman, Jr., institute director, has reported.

He points out that during the past five years the department has been filled to capacity and many applicants had to wait several months for openings. Because of this situation, which resulted partly from enrollment of veterans, "many people in the baking trade appear to be under the impression that we continue to have a long waiting list," Mr. Kingman declared.

The institute offers day school courses in bread and rolls, and cakes and pastries, each four months in length. The bread and rolls course includes work in such phases as dough room and shop practice, raw materials, management, experimental baking, shop schedules, cost accounting and laws affecting bread and weight. The course is essentially a bread course and shop training includes work by hand and on a complete unit of machine equipment. According to the department bulletin, the course is designed for those who wish to enter large shop practice and, in conjunction with the cakes and pastries course, it meets the requirements of the small baker.

The cakes and pastries course teaches the student how to mix and bake sweet goods. Quality of the goods is given first attention. Both hand and machine work is taught.

The institute, which is located at 818 Wayzata Blvd., Minneapolis, has issued bulletins and fee schedules. A. J. Vander Voort is head of the baking department.

## SBA Production Conference Set for Sept. 14-16

ATLANTA—The third retail and wholesale production conference of the Southern Bakers Assn. will be held Sept. 14-16 at the Atlanta Biltmore Hotel. In addition to the production subjects, a variety of topics such as personnel, sales and management, has been added to the program.

Chairmen for the conference are J. M. Albright, American Bakeries Co., Atlanta, and Wallace K. Swanson, Columbia Baking Co., Atlanta. Registration will get under way at 1 p.m. Sept. 14. Reservations are being handled by the SBA office at 703 Henry Grady Bldg., Atlanta.

The program for the morning of Sept. 15 has not been completed. Speakers and their topics for the afternoon session Sept. 15 are G. H. Ekstedt, Standard Brands, Inc., New York, "Fermentation and Its Results in the Finished Products"; Orville Pickens, Wilson & Co., Chicago, "Cake Formula Balance and Processing"; Peter Pirrie, Bakers Weekly, New York, "Preventive Maintenance," and Walter Warrick, J. R. Short Milling Co., Chicago, "A Common Sense Way of Handling Personnel Problems." A banquet will be held in the evening, Sept. 15.

F. B. Evers, Jr., American Bread Co., Nashville, will lead off the morning session Sept. 16 with a discussion of "The Young Man's Future in Management, Sales and Production." Others who will appear on the session are W. E. Broeg, International Milling Co., Minneapolis, "Cakes for all Occasions and Specialties"; Glenn Finley, Morten Milling Co., Dallas, "The Chemist's Viewpoint of Use of Fungal Enzymes"; Glenn Hargrave, the Panipus Co., Kansas City, "The Practical Viewpoint of Use of Fungal Enzymes," and R. C. Bingham, Fuchs Baking Co., South Miami, "Mechanized Production of Yeast-Raised Products."

A showing of the movie, "Land of Everyday Miracles" by Lee Holley, Standard Brands, Inc., Atlanta, will be a feature of the Sept. 16 afternoon session. Speakers who will appear on the session are Victor E. Marx, secretary of the American Society of Bakery Engineers; Paul Pfrommer, Durkee Famous Foods, Chicago, "Sweet Goods, Puff Paste, Fillings and Icings"; Tyler Stevens, American Machine & Foundry Co., New York, "Dough Development and Its Reaction to Various Forms of Equipment," and Fred G. Wheeler, Armour & Co., Chicago, "Frozen Bakery Products."

—BREAD IS THE STAFF OF LIFE—

## PITTSBURGH BAKERS HEAR TALK ON FRUIT FILLINGS

PITTSBURGH — Jules J. Bauer, Vienna Baking Co., McKeesport, president of the Greater Pittsburgh Production Men's Club, presided at the May meeting. Ray Yount, Ray Yount Co., program chairman, introduced William Wright, Henry & Henry, Buffalo, who discussed jams, jellies and fruit fillings.

J. Williamson, Duquesne Baking Co., was introduced as a new member of the club. Stanley McKinley, Hardesty & Stineman, was appointed chairman and Paul Eberly, National Yeast Co., co-chairman of the stag summer picnic to be held by the club.



## Wedding Displays Available at ARBA

CHICAGO—Wedding window packages, which contain material to erect eye-catching displays in bakeshop windows and wedding and party napkins, now are available from the Associated Retail Bakers of America.

The window materials include a center card, especially designed for the display, a streamer, bridal bouquet, pedestals, 10 yd. blue ribbon and tissue bells.

The package includes three pedestals which are different in size and shape from those furnished with previous displays. The large pedestal with a 10-in. diameter will support a wedding cake.

Also in the package are white tissue bells in three sizes, the largest 26 in. at the bottom. They fold up flat for easy storing.

The package unit costs \$12.65.

The ARBA also has available wedding and party napkins, especially designed and imprinted with any three lines of copy in lots of 10,000, 20,000 and 30,000. Available also in lots of 1,000 or more are stock napkins without imprint.

The party napkins are imprinted on bleached embossed paper and are a cocktail-size napkin with scalloped edge, 9½ in. square. They are imprinted in pink and light blue on white. Prices are \$68 for 30,000, \$51 for 20,000 and \$28.50 for 10,000. The stock napkins without imprint are \$3.25 a thousand up to 10,000.

The wedding napkins are imprinted on a bleached embossed paper and are 13 in. by 13 in., quarter folded. They are imprinted in silvery blue on white stock. Prices are \$73.50 for 30,000, \$54.50 for 20,000 and \$30 for 10,000.

—BREAD IS THE STAFF OF LIFE—

## STANDARD BRANDS OFFERS TWO AIB SCHOLARSHIPS

NEW YORK — Standard Brands, Inc., has offered two scholarships, to be available each year, to the American Institute School of Baking, Chicago. The first two will be awarded to students entering class No. 62 which is starting Aug. 4 and graduating Dec. 19.

Any person now employed in, or who may desire to seek employment in, the baking industry may apply for a scholarship, the American Institute of Baking states. The scholarship recipient will be awarded \$750, of which \$450 will pay tuition fees. Preference in the selection of recipients is to be based upon the applicant's record of scholastic achievement and participation in school activities, extent of study of physical science, business administration, or engineering; experience in the baking industry, and financial need.

Application forms are available on request from the Office of the Registrar, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill. All applications will be reviewed by a committee consisting of representatives of the institute and of the educational advisory committee. Interested applicants should write immediately. Announcements of awards for Class 62 will be made as soon as possible after July 1, 1952.

The Standard Brands scholarships are among those which are being offered the institute since the plans for establishing them were completed by the institute's board of directors.



Daniel W. Murchison

## BORDEN CO. FORMS NEW BULK FOOD SALES UNIT

NEW YORK—The formation of a new food product group, to be known as the industrial products department, has been announced by the Borden Food Products Co., a division of the Borden Co. The new department will be responsible for the domestic sales of bulk products handled by the former dry milk division and other product groups, according to Charles S. Strickler, a vice president of the food products division.

Product manager of the industrial products department will be Daniel W. Murchison, who has been with Borden's for 21 years, 19 of them in the former dry milk division. H. William Walker, sales manager of the dry milk operations who is to retire shortly after nearly a half century in the business, will assist Mr. Murchison in an advisory capacity.

The new department will handle Borden products generally sold to food manufacturers as ingredients. These include the following bulk products: nonfat dry milk solids, whole milk powder, condensed milk, cream powder, malted milk and mince meat. Also included are powdered fruit juices and instant chocolate mix envelopes.

—BREAD IS THE STAFF OF LIFE—

## BAKERS CLUB OF CHICAGO BASEBALL DAY DRAWS 250

CHICAGO—Around 75 members and guests of the Bakers Club of Chicago gathered in the Crystal Room of the Sherman Hotel, Chicago, May 20, for the "Go-Go-Go Sox" baseball and May birthday luncheon. That evening, close to 250 members, guests and their ladies attended the game between the Chicago White Sox and the New York Yankees at Comiskey Park. (The Sox lost.)

At the luncheon, several officials of the White Sox organization greeted club members, among them Edward Short, director of publicity, John Rigney, head of the farm system, and Frank Lane, general manager of the Sox club. Mr. Lane was presented a birthday cake with his likeness painted on it, prepared by Emil Hilbert of Hilbert's Bakery, Chicago, and president of the Chicago Master Bakers Club.

At the luncheon, Leonard M. Franzen, Standard Brands, Inc., officiated, and Fred W. Nicolai, Anheuser-

Busch, Inc., introduced the speakers. Robert J. Rick, Eagle Baking Co., Inc., was chairman of the entertainment committee. Gifts were distributed to members with birthdays in May, with singing of the "Happy Birthday" song led by Franklin J. Bergenthal, Brolite Co., accompanied by Joseph T. Shufitowski of the Jos. T. Shufitowski Co., on the piano. John Carmichael, sports editor of the Chicago Daily News, also said a few words.

—BREAD IS THE STAFF OF LIFE—

## ST. LOUIS PRODUCTION MEN HEAR DON COPELL

ST. LOUIS—Don Copell, vice president, Wagner Baking Co., Newark, N.J., and past president of the American Society of Bakery Engineers, was guest speaker at the regular monthly meeting of the Greater St. Louis Bakery Production Club in St. Louis, held in the Tower of the Congress Hotel May 19.

Speaking on "Managing a Bakery for Profits," Mr. Copell opened his address with several humorous stories for which he is famous, and utilized several films to impress upon the membership that they should work "smarter, instead of harder." One of these films, "The Easier Way" graphically demonstrated how headaches and backaches could be removed by showing interesting ways of making work simpler. Another pictured the progress which had been made in several Wagner company plants with better methods of operation through proper mechanization and training.

Another picture, which was presented by the Marathon Corp., was shown to the members. This consisted of a series of candid movie camera shots depicting the actual shopping habits of customers at bread racks in large self-service supermarkets throughout the country.

The group was informed that on June 9 an outing has been planned, at which barbecued ribs and beer will be served.

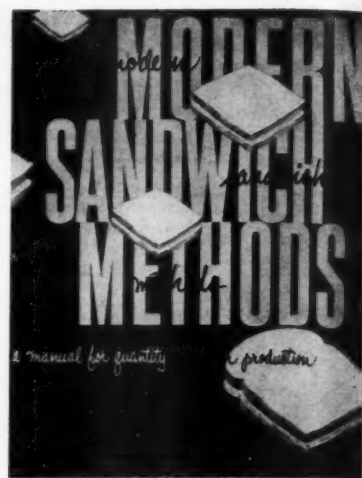
—BREAD IS THE STAFF OF LIFE—

## JOHN SUMMERS AUTHORS BREAD PRODUCTION BOOK

OKMULGEE, OKLA. — John C. Summers, director of the Oklahoma A & M School of Baking, Okmulgee, has obtained a copyright on his text, "Science and Practices of Breads and Rolls Manufacture," recently completed. The book is available at the A & M College bookstore, Okmulgee, at \$3.75 a copy postpaid.

This text deals with the manufacture, types and composition of the various baking ingredients used in the manufacture of breads and rolls; also the correct percentages of ingredients used and the purpose of their use. A representative list of gallon and percentage formulas and methods for various yeast-raised products is included. Other chapters deal with: Duties of employees, bread enrichment, rope and mould, bread scoring, bakery infestation, and general chemistry.

Mr. Summers is a graduate of A & M College of South Carolina. He also had graduate work at Kansas A & M College. Before joining the A & M Technical School staff at Okmulgee in 1947, the author spent many years in the fields of education and industry as head of the Dunwoody Institute baking department, Ward Baking Co., New York, and Standard Brands, Inc., New York, till retired.



The cover of the new sandwich manual offered to the food service trade by the consumer service department of the American Institute of Baking

## Sandwich Manual Offered to Food Trade by AIB

CHICAGO—Newest item designed for the food service trade by the consumer service department of the American Institute of Baking, Chicago, is a manual for quantity sandwich production, "Modern Sandwich Methods."

The manual is designed for use by those in the food service trade, "to help them develop easier and better methods for making sandwiches" in quantity. It contains a blueprint for an idea sandwich center; description of working areas; directions for filling orders efficiently and easily; precautions for food handling; recommendations for bread storage; a listing of sandwich supplies; cues for sandwich cutting; and guides on simplifying job methods. It is printed in two colors, a gray-blue and a tan, with a sturdy board cover, spiral bound with wire. It was anticipated that it would have wide use as a handbook for the day to day jobs of sandwich making, and accordingly it was planned to take constant handling. It can be used also for on-the-job training, for demonstrations, and for ready reference.

Certain recommendations on sanitary standards and on the handling, care and storage of the food supplies needed for sandwich making are based on findings of the laboratories of the institute. The manual will sell for 25¢ and is available through the Consumer Service Department of the American Institute of Baking, 400 E. Ontario St., Chicago.

## LET'S PAY ATTENTION TO THESE LUNCHEON SPEAKERS

CHICAGO — John Carmichael, sports editor of the Chicago Daily News, speaking to a gathering of the Bakers Club of Chicago at a luncheon meeting May 20 at the Sherman Hotel, casually mentioned that he had a tip on a horse, due to run that afternoon. The Chicago bakers smiled at the idle chatter, and generally let the remark pass. At least, there was no concerted rush for a telephone. But, you guessed it—Speedy Baby, running in the fourth race at Hawthorne that afternoon, came in first and paid \$12.80.



## PORTRAIT OF A PIONEER



### B-E-T-S

The ORIGINAL Bread-Enrichment Tablets

Contain Ferrous Sulfate—the highly assimilable form of iron as an exclusive feature—at no extra cost.

*Sterwin Chemicals*

Subsidiary of Sterling Products  
1430 BROADWAY, NEW YORK 18, NEW YORK

*Pioneers in Food Enrichment*

### "Whitewater Flour"

Ground Where the  
Best Wheat Is Grown

WHITEWATER FLOUR MILLS CO.  
Whitewater, Kansas

### Miner - Hillard Milling Co.

WILKES-BARRE, PA.

Manufacturers of  
CORN FLOUR - CORN MEAL  
CORN SPECIALTIES

### The Williams Bros. Co.

Merchant Millers KENT, OHIO, U. S. A.

Specialists Ohio Winter Wheat Flour  
All our wheat is grown on "Western  
Reserve" and bought from the growers  
at elevators we own and operate.

*Drinkwater*  
**BAKERY FLOUR**  
**MORTEN MILLING CO.**  
*Dallas, Texas*

### Lyon & Greenleaf Co., Inc.

MILLERS OF

High Grade Soft Winter Wheat Flour  
Plain and Selfrising

LIGONIER, IND. NORFOLK, VA.

### WHITE WHEAT

Low Protein Cake  
and Cookie Flours

**AMENDT MILLING CO.**  
Monroe, Mich.

### CODING AND MARKING

"Code dating and marking machines for the flour  
milling and baking industries. Coding bread wrap-  
pers, cellophane and packages, etc., our specialty.  
Write for information on a specific problem

**KIWI CODERS CORPORATION**  
3804 N. Clark St. Chicago 13, Illinois

A line of essential  
**BAKERY PRODUCTS**  
uniform and reliable

**NATIONAL YEAST CORPORATION**  
Chanin Building • New York, N. Y.

## CONVENTION CALENDAR

June 7-9 — Pennsylvania Bakers Assn., Galen Hall, Wernersville, Pa.; sec., Theo. Staab, 5700 N. Broad St., Philadelphia 41, Pa.

June 7-10—New England Bakers Assn.; Wentworth-by-the-Sea, Portsmouth, N.H.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 8-9—Rocky Mountain Bakers Assn., Albany Hotel, Denver; sec., Fred Linsenmaier, Linsenmaier Bakery Service, Denver, Colo.

June 14-16—Bakers Association of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S. C.; sec., Louise Skillman, Myrtle Apts. No. 4, Charlotte, 3, N. C.

June 15-19—New York State Association of Manufacturing Retail Bakers, Hotel Statler, New York. Sec., Thomas R. McCarthy, 85 Meadowbrook Road, Rochester, N.Y.

June 22-23—Ohio Bakers Assn. summer meeting, Commodore Perry Hotel, Toledo; sec., Roy Ferguson, Seneca Hotel, Columbus, Ohio.

June 22-25—Potomac States Bakers Assn. and Bakers Club of Baltimore; The Cavalier, Virginia Beach, W. Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore, 1.

July 27-29—West Virginia Bakers Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2, W. Va.

Sept. 14-16—Southern Bakers Assn. Production Conference, Baltimore Hotel, Atlanta, Ga.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta.

Sept. 19-21—Virginia Bakers Council, Natural Bridge, Va.; sec., Harold K. Wilder, 804 Life Insurance Co. of Virginia Bldg., Richmond 19, Va.

Oct. 18-22 — American Bakers Assn.; Hotel Sherman, Chicago, Ill.; sec., Harold F. Fiedler, 20 N. Wacker Drive, Chicago 6, Ill.

Oct. 22-25—National Bakery Suppliers Assn., Blackstone Hotel, Chicago; sec., William B. Powell, 332 S. Michigan Ave., Chicago 4.

Nov. 16-19—New England Bakers Assn., Sheraton Plaza Hotel, Boston; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1953

April 10-11—Southwest Bakers Assn., Amarillo, Texas; sec., J. R. L. Kilgore, P.O. Box 127, Albuquerque, N.M.

April 12-14 — Tri-State Bakers Assn.; Jung Hotel, New Orleans; sec., Sidney Baudier, 204 Board of Trade Bldg., New Orleans 12, La.

April 12-15—Associated Retail Bakers of America; Jefferson Hotel, St. Louis, Mo.; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago 13, Ill.

April 20-21—Pacific Northwest Bakers Conference, Portland, Ore.; sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

April 21—South Dakota Bakers Assn., Cataract Hotel, Sioux Falls, S.D.; sec., Lex Quarnberg, Tri-State Milling Co., Rapid City, S.D.

April 23-25—Southern Bakers Assn., Vinoy Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta, Ga.

April 28-29—Bakers Forum, sponsored by the Allied Trades of the Baking Industry of Southern California, Huntington Hotel, Pasadena, Cal.; sec., Philip Seitz, P.O. Box 272, Glendale, Cal.

*SILK FLOSS*



*Quality*  
**ABOVE  
ALL  
ELSE**



Many years of satisfaction stand behind these famous brands. They have won bakers' confidence by the consistent excellence of baking performance. They can help make your loaf the best in the market.

● CAPACITY  
10,400 CWTs.

● STORAGE  
4,500,000 BUS.

## The KANSAS MILLING CO.

WICHITA 2, KANSAS

MILLS AT WICHITA AND CHERRYVALE, KANSAS, AND MARION, OHIO

## Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR  
PYRAMID CONE FLOUR  
CENTENNIAL CAKE FLOUR  
BLUESTEM and HARD WHEAT BAKERS FLOURS

5,500,000  
Bushels  
Country and  
Terminal  
Storage



NEW SPOKANE MILL - ONE OF  
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

## HANDY WAY TO SUBSCRIBE

The American Baker

Circulation Dept., 118 S. 6th St., Minneapolis 2, Minn.

Please enter my AMERICAN BAKER subscription for

☐ One year \$2 ☐ Two years \$3  
☐ Bill me ☐ Bill my firm ☐ I am sending payment

Name .....  
Address .....  
City ..... Zone ..... State .....

Kindly Check  
Type of  
Business

BAKERIES & BAK- ☐ EXECUTIVE, MGR. ☐ BAKERY SUPPLIER  
ERY OWNERS ☐ SUPERINTENDENT  
☐ Wholesale ☐ Retail ☐ PRODUCTION ☐ OTHER .....

# B A K E R S' C A M E R A



**SOUTHERN BAKERS OFFICERS**—Retiring presidents congratulated newly-elected presidents last month during the annual convention of the Southern Bakers Assn. In the photograph at the left above, John Wolf (left), Wm. Wolf Bakery, Inc., Baton Rouge, La., retiring president of the SBA, is shown shaking the hand of Raymond Streb, Royal Baking Co., Raleigh, N.C., who was elected as the new bakers' president. Mr. Wolf became vice president and chairman of the board of governors of

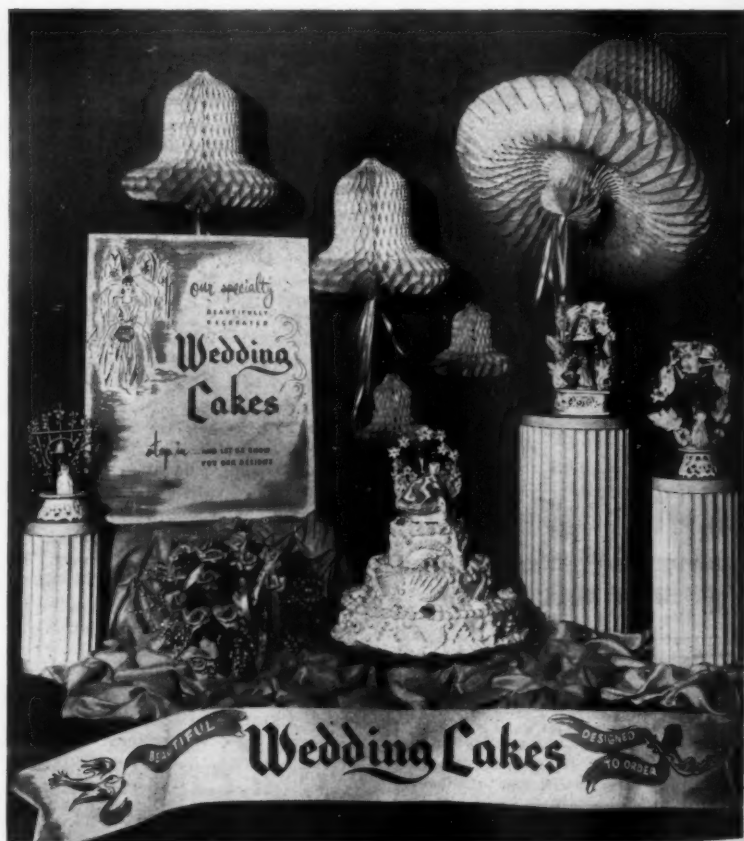


**SBA.** In the right-hand picture, J. Frank Rees (left), the Dixon Co., Atlanta, out-going president of the Southern Bakers Allied Assn., congratulates W. B. Lovvorn, Morten Milling Co., Columbia, S.C., new allied head. Standing behind Mr. Rees and Mr. Lovvorn, left to right, are James E. Stroupe, James E. Stroupe Co., Atlanta, new vice president of the allied group, and Paul D. Nease, Russell-Miller Milling Co., Birmingham, Ala., new secretary-treasurer.



**PRESIDENTS DECORATE CAKES** (At the left)—The presentation of decorated cakes to honored guests was a feature of the baker-allied luncheon held May 13 during the annual convention of the Associated Bakers of Minnesota. The cakes were decorated by the presidents of the three associations participating in the convention. The bakers are shown together with two allied men, holding their handiwork. Left to right, they are: Paul Storvick, Storvick's Bakery, Minneapolis, president of the Associated Bakers of Minneapolis; Art Grawert, Pillsbury Mills, Inc., Minneapolis, chairman of the luncheon; Martin Olson, Bungalow Bakery, St. Paul, president of the Minnesota association; Ed Scharf, General Mills, Inc., Minneapolis, president of the Minnesota Allied Trades of the Baking Industry, and Hugo Schuh, Dutch Bakery, St. Paul, president of the Associated Bakers of St. Paul. (See story on page 22.)

**AIB OBSERVES 30TH YEAR**—Shown below cutting the 30th anniversary cake of the American Institute of Baking are Dr. Robert W. English, director of education, and William Walmsley, principal emeritus. Thirty years ago May 15 the first class enrolled, with 15 students. In the intervening years 3,297 men have been graduated from the general courses, including 1,036 trained for the U.S. Army Quartermaster Corps in World War II, with 654 completing special short courses. In the new headquarters of the school in Chicago 40 students can be accepted for each of the 20-week general courses given twice yearly. Special courses during the balance of the year cover specific bakery foods or are given to special industry groups to acquaint them with baking industry problems. Openings are available in the general courses, and new special courses are announced frequently.



**DISPLAYING WEDDING CAKES**—You can sell wedding cakes with a window like this, the Associated Retail Bakers of America points out. Once again ARBA members have the opportunity of obtaining the unusual for attractively displaying wedding cakes in a setting of material especially designed to attract the attention of brides-to-be. Get information from the Associated Retail Bakers of America, 735 W. Sheridan Road, Chicago.



**"Get Out the Vote"****Continental Baking Outserts to Urge Voters to Register**

NEW YORK—The Continental Baking Co. is the first major company in its important field to pledge active participation in next fall's "Get Out the Vote" campaign, the Advertising Council has announced on behalf of the American Heritage Foundation. Raymond K. Stritzinger, chairman of the board of Continental, has informed the council that every loaf of Wonder Bread will carry a special "Be Sure to Register" outsert band for several days preceding the registration deadline date. Each loaf of Wonder Bread will also carry a special "Vote" outsert band on the Friday, Saturday and Monday preceding Election Day, Nov. 4. The message will urge citizens to "Vote as You Please but Vote." It is estimated that on each of these reminder programs Continental will put the outsert bands on an estimated nine million loaves through its regular marketing channels coast to coast.

—BREAD IS THE STAFF OF LIFE—

**MARTIN CECHE ELECTED BY CHICAGO PRODUCTION MEN**

CHICAGO—The election of officers and Ray Thelen, Standard Brands, Inc., New York, proved two good drawing cards for the regular dinner meeting of the Chicago Bakery Production Club May 14, and a large crowd attended.

New officers elected to serve the coming year, and who will be installed at the next meeting of the club June 11, are: President, Martin Cech, Eitel Restaurant; vice president, Julius Prep, Airport Restaurant of Marshall Field & Co.; secretary, M. J. Thomas, Swift & Co.; treasurer, Henry Solle, Purity Bakeries Corp., and program chairman, Willard Mattson, Brolite Co.

Mr. Thelen, who spoke on "Production Problems and How to Solve Them," told the production men that most production problems grow out of the purchase of poor ingredients, the variation of formulas at will, and the lack of a personnel training program.

The shortage of trained personnel drew much discussion during the question and answer period which followed.

To take an active step to alleviate the situation, the group agreed to appoint a committee to call on the officers of the American Bakers Assn., Chicago, to persuade the organization to prepare some sort of brochure to acquaint student advisors and prospective employees of the opportunities which a career in the baking industry affords.

—BREAD IS THE STAFF OF LIFE—

**NEW YORK BAKERS CLUB GOLF DAY DRAWS 100**

NEW YORK—The attraction of Baltusrol Golf Club, Springfield, N.J., plus a fine, clear spring day, brought out well over 100 members and friends of the Baker's Club, Inc., for the May 22 outdoor meeting, held there through the courtesy of Arthur W. Drake, Drake Bakeries, Inc., and Lee T. Melly, Ward Baking Co.

Leading the field of 86 golfers for the first prize in class A was W. C. Duncan, president William C. Duncan & Co., Inc., and for second, Robert H. Johnson, R. T. Vanderbilt Co.,

Inc. Class B winners were Dudley B. Huff, Jr., and Russell E. Duvernoy, Duvernoy & Sons, Inc. J. French Cordeur, Fabrice Products of Connecticut, Inc., won the members' kickers prize.

During the business meeting, presided over by Fred Weberpals, H. B. Bohack Co., Inc., past president, in the absence from the city of Don F. Copell, Wagner Baking Corp., William E. Derrick, Standard Milling Co., presented the names of Francis A. Chicatelli, Dutchess Bakers Machinery Co., and Norval W. Postweiler, Alford Cartons, who were duly elected to membership.

**VERMONT BAKERS ASSN.****NAMES GABRIEL TRAHAN**

WOODSTOCK, VT.—At the annual meeting of the Vermont Bakers Assn. at the Woodstock Inn here Gabriel Trahan of the Swanton (Vt.) Baking Co. was elected president. Alcide Cote, Springfield (Vt.) Baking Co., was chosen general vice president and George Toussaint, Toussaint's Bakery, Berlin, was named divisional vice president. The members chose Ernest Haigh, Joseph Middleby Co., treasurer, and reelected Jack Hartman, General Mills, Inc., secretary.

The educational session was addressed by Peter Plant, chief of the district Office of Price Stabilization, and Standard Brands, Inc., presented its Holiday Happiness program with Alex Taylor and Herb Schinkel.

—BREAD IS THE STAFF OF LIFE—

**\$60,000 BAKERY FIRE**

HOMER, N.Y.—Fire swept through the Durkee Bakery here May 25, and damage was estimated at about \$60,000. Company officials who estimated damage said thousands of dollars worth of cellophane wrapping and cookie boxes were included in the loss.

**CUT  
DOWN  
ON  
BREAKAGE**



...with tailor-made **Riegel** papers

A few things RIEGEL can do for you . . .

- ▶ Keep products dry
- ▶ Keep products moist
- ▶ Retard rancidity
- ▶ Seal with heat or glue
- ▶ Provide wet strength
- ▶ Stop grease penetration
- ▶ Retain aromas, flavors
- ▶ Resist extreme cold
- ▶ Reduce breakage
- ▶ Prevent sifting
- ▶ Protect from light
- ▶ Resist alkalis
- ▶ Resist corrosion
- ▶ Boost machine efficiency

LINERS of corrugated glassine or greaseproof are widely used to reduce breakage . . . and at the same time provide grease resistance or other functional properties. Reducing breakage is a problem Riegel has helped to solve for products that range from candy and cookies to aeroplane parts. For your products, we may already have just the right paper . . . or perhaps we can find a better answer in something entirely new. Whatever the problem, we can usually meet your requirements . . . quickly, efficiently, economically. Just tell us what you want paper to do for you. Write to Riegel Paper Corporation, P. O. Box 170, Grand Central Station, New York 17, N. Y.

**Riegel**

FUNCTIONAL PAPERS FOR PROTECTIVE PACKAGING

▶ WRITE FOR SAMPLE BOOK



Samuel A. Baker



L. J. Felton

**ANHEUSER-BUSCH PROMOTIONS**—Paul C. Guignon, sales manager of the bakery products department, Anheuser-Busch, Inc., St. Louis, has announced the promotion of Samuel A. Baker to the position of assistant sales manager. Mr. Baker, with Anheuser-Busch for many years, started with the company in Omaha where he was branch manager and district manager. After spending three years in the Navy during World War II, he became Dallas district manager on his return to civilian life; from there he moved to St. Louis in 1949 to become central region manager. He will continue to make his home in St. Louis. L. J. Felton, who has been Kansas City division sales manager, is moving to St. Louis to become central region manager. Mr. Felton has also been with Anheuser-Busch for many years, starting in the office in Omaha and has represented the company as Denver district manager, Kansas City district manager, and more recently as Kansas City division sales manager. His position will be filled by J. Robert Ferril, who is moving to Kansas City from Denver, where he has been district manager. Mr. Ferril started on the route in Denver, and after serving in the Army, he came back with Anheuser-Busch as Omaha district manager and was later transferred to Denver as district manager. Robert C. Lines, who has been branch manager in Denver, will become the new Denver district manager.

## MOSTLY PERSONAL

C. J. Patterson, president of the C. J. Patterson Co., Kansas City, has been cited for his work in baking research by the Alumni Association of Kansas University. He was presented an award for distinguished service, which is similar to an honorary degree.

George H. Hennessy has been named merchandise manager for the Burry Biscuit Corp., Elizabeth, N.J. He formerly was merchandise manager for the Minute Maid Corp.

A bronze plaque commemorating the late M. Lee Marshall was dedicated at Missouri Valley College in Marshall, Mo., recently. Mr. Marshall, who was chairman of the Continental Baking Co. and of the American Bakers Assn. at the time of his death in August, 1950, was a native of the community. Among those at the dedication was Lee Mack Marshall, advertising manager of Continental Baking Co., a son of Mr. Marshall.

Ralph E. Manewal, production superintendent of Egekvist Bakeries, Inc., Minneapolis, has resigned his position effective June 14. Mr. Manewal has announced his plans to join the staff of Sunshine Food Markets, Sioux Falls, S.D., to take charge of the bakery operations of this chain organization.

Dudley E. McFadden, Jr., son of the publicity director of the Bakers

of America Program, Chicago, was elected commencement speaker of the Wheat Community High School's exercises June 4. Young McFadden also has been accepted for Naval ROTC training to begin in the fall.

Route salesmen of the Messing Bakeries, Inc., Brooklyn, recently spontaneously tendered a testimonial dinner to Al Sachs, sales manager of the company. Mr. Sachs, who has risen through the ranks to his present position, was honored at a banquet at the Chateau D'Or and was presented with gifts by the men and also by the Messing family, with whom he has been associated for 23 years.

The golden wedding anniversary of Mr. and Mrs. John H. Ziegler was observed at a recent celebration at the Ambassador Hotel in Los Angeles. Mr. Ziegler is senior partner and founder of Westco Products, California fruit processing and bakery supply firm.

The Merchants Biscuit Co., Omaha, has announced the appointment of Carl W. Gilmore as Tulsa district manager. Mr. Gilmore came to Tulsa from Salina, Kansas, having been associated with the company there as sales representative.

R. L. Maxwell, Major General, U.S. Army (ret.), vice president in charge of personnel and public relations of

the American Machine & Foundry Co., New York, has been elected a vice president of the American Ordnance Assn.'s New York post. He has been a director of the New York post for several years and was formerly national secretary of the AOA and editor of the magazine "Army Ordnance."

George H. Coppers, president of the National Biscuit Co., New York, has been named president of the Chamber of Commerce of New York State. Elected at the annual meeting of the 184-year-old group recently, Mr. Coppers, 49, will be one of the youngest men ever to head the organization.

William Johnson, Jr., Continental Baking Co., Milwaukee, was principal speaker at a recent meeting of the Milwaukee Retail Grocers Assn.

Charles L. Rouse is back as president of the Portland, Ore., cookie concern bearing his name after spending 18 months in Detroit setting up an eastern branch office for Schulze & Borch Biscuit Co., Chicago.

Continental Baking Co. and General Baking Co. plants received 100% awards in the recent safety contest sponsored by Associated Industries of New York State, Inc. An achievement award went to the Patent Cereals Co., Geneva, N.Y.

Harvey J. Patterson, vice president, bakery products division, Pillsbury Mills, Inc., Minneapolis, returned early in June from a business trip to California and the Hawaiian Islands.

Following their recent wedding, Mr. and Mrs. Ernest Rutherford Braun III are honeymooning in Bermuda and Nassau. Mr. Braun is another generation to be employed in the Braun Baking Co., Pittsburgh, with his grandfather, E. R. Braun, and his father, E. R. Braun, Jr.

Melvin C. Allen has returned to Portland, Ore., after 22 years in the East and South to become manager of the local National Biscuit Co. bakery. Mr. Allen has succeeded C. T. Taunton, who was transferred to Chicago to manage a new bakery to be opened next fall. With Nabisco since 1933, Mr. Allen was moved from Buffalo, where he had been plant manager for nearly two years. Irven L. Grant has been appointed divisional sales manager of the Pacific Coast division of National Biscuit, with headquarters in Oakland, Cal. Mr. Grant has been with the company since 1915, rising from deliveryman in Watertown, N.Y., to district sales manager with headquarters in Houston, a position he held until his recent appointment. He succeeds W. P. Blackmon, whose new base of operations will be in Richmond, Va.

Helvin H. Watt, Portland, Ore., Davidson Baking Co. salesman since 1941, has been promoted to supervisor in charge of bread sales for that company, it has been announced by Monte LeFors, sales manager. He recently completed a training course in San Francisco conducted by the Quality Bakers of America Cooperative, Inc.

**PITTSBURGH GOLF PARTY**  
PITTSBURGH—The Bakers Courtesy Club of Pittsburgh held its annual summer golf party, outing and

## HOLLYWOOD STAR PLAYHOUSE AUDIENCE CLIMBING

CHICAGO—Hollywood Star Playhouse, the National Broadcasting program being sponsored by the Bakers of America Program, now is in third place among Sunday afternoon radio programs which are rated by Nielsen. In four weeks the program has gained from a 4.5 rating to 5.0. Walter H. Hopkins, director of the Bakers of America Program, reports. The 5.0 rating means that 23.5% of all radios operating were tuned in on the program, and more than 2,100,000 families were in the audience, he said.

evening dinner May 27. Frank Andrews, Stover & Andrews, president of the club, was in charge, and 75 bakers of the tri-state area took part. Dan F. Langdon, Anheuser-Busch, Inc., was chairman and H. H. Walter, Lawrenceburg Roller Mills, was co-chairman. Dean Anderson, Warren Baking Co., vice president of the Pennsylvania Bakers Assn., received the prize for attending from the farthest distance.

## WANETA BLOUT RESIGNS BAKERY SUPPLIERS' POST

CHICAGO—Mrs. Waneta Blout, managing director of the National Bakery Suppliers Assn., resigned May 15. The affairs of the association are now being administered by William B. Powell, account executive of the Byrne Marcellus Co., Chicago, professional trade association management organization.

Offices of the association will be at 332 S. Michigan Ave., Chicago 4. Telephone number is Wabash 2-8855.

The NBSA will hold its 1952 annual convention at the Blackstone Hotel, Chicago, Oct. 22-25. The convention was originally announced for the Drake Hotel.

## AUXILIARY BIRTHDAY

PITTSBURGH—The Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania held its 19th birthday party recently, with Mrs. Mathilda Lapicki, Lapicki Bakery, auxiliary president, in charge. Mrs. Louis Dudd, Dudd's South Hills Premier Bakery, the first president, reviewed the early history of the group.

## DEATHS

Mrs. Lillie Graeves, 91, mother of Lewis G. Graeves, president of the Chas. Schneider Baking Co., Washington, D.C., died May 17. A daughter and sister also survive.

Joseph Boyle, representative of Chapman & Smith Co., Melrose Park, Ill., died in St. Petersburg, Fla., recently. He had been with the firm since 1935, as a representative in the Midwest until being transferred to Florida several months ago.

Tuley B. Evans, 59, superintendent of the Bake Rite Bakery in Stevens Point, Wis., died May 17. He formerly had been superintendent at a Purity bakery in Ottawa, Ill. He was a member of the Wisconsin Production Men's Club.





J. H. Pfeiffer

### WISCONSIN PRODUCTION CLUB HONORS OFFICERS

MILWAUKEE—In appreciation of services rendered the club as officers during the past year, members of the Wisconsin Production Men's Club presented retiring president Jack W. Tesch, Oswald Jaeger Baking Co.,

Milwaukee, with a clock during the regular monthly meeting. Henry W. Klepper, Milwaukee flour broker, and secretary-treasurer of the group since its inception, was presented with a wallet and brief case.

The meeting was held in Manitowoc with J. H. Pfeiffer, Kappus Bakery, Inc., Racine, Wis., presiding for the first time since his recent election to succeed Mr. Tesch. Ray Cheney and Bert Motiff, Dick Bros. Bakery, were member-hosts for the meeting.

Mr. Pfeiffer named Eric Milisch, Oswald Jaeger Baking Co., chairman of the program committee; H. J. Reimer, Marathon Corp., Menasha, Wis., publicity committee, and Raymond J. Kordus, Omar, Inc., Milwaukee, publicity.

The June meeting will be held in Eau Claire at the summer home of Roy L. Moore, Buris Sunlit Bakery. Activities will get under way at 2 p.m. June 14. The change in date from a Monday for this meeting was made to facilitate travel for the more far-distant bakers planning to attend the meeting.

President-elect Pfeiffer is observing his 32nd year in the bakery business, 30 of which he has spent with the Kappus firm.

### BUFFALO BAKERS MEET

BUFFALO—The final meeting of the season was conducted by the Buffalo Retail Bakers Assn. recently, with Charles Schutz, association president, in charge. Members discussed plans to attend the annual convention of the New York State Bakers Assn. in New York City in June. Indications are that more than 35 members of the Buffalo association will attend. Four delegates were elected: Mr. Schutz, William Steller, Lawrence H. Miller and Florian Burczynski. Alternates are Earl Faber and Alfred Pluelb.

### PITTSBURGH CLUB HAS MEMBERSHIP INCREASE

PITTSBURGH—Twenty five new members have joined the Bakers Courtesy Club of Pittsburgh during the past year, it was reported by the membership committee at a recent club meeting. Members of the committee are H. H. Walther, Lawrenceburg Roller Mills, William Davis, Standard Brands, Inc., and J. R. Lloyd, Jr., J. R. Lloyd Co.

The club held a luncheon with the Pittsburgh Flour Club. Congratulations were extended to Victor Wintermantel, Pittsburgh flour broker, who recently was elected president of the National Association of Flour Distributors.

### 100 ATTEND PRODUCTION SESSION AT BOYS TOWN

OMAHA—Donald W. Stulp, president Nebraska Bakery Production Club, has resigned and been succeeded by Harold Freeman, Fairfax Bread Co., Omaha, who moved up from the vice presidency. Mr. Stulp, who is with Omar, Inc., has been promoted from his position in the Omaha plant to the post of superintendent of the sweet goods department at the Omar Bakery in Columbus, Ohio.

Mr. Freeman, E. J. Rosse, secretary-treasurer of the club, and Al Morris, bakery instructor at Boys Town, Neb., arranged a recent program at Boys Town, which was attended by more than 100 bakers and allied tradesmen.

Speakers were Al Swanson, Red Star Yeast & Products Co., Omaha,

"Variety Breads from a Refrigerated Sponge"; Paul Busse, Anheuser-Busch, Inc., Chicago, "Coffee Cakes and Sweet Rolls"; Tom Ford, Chicago, "Use of Dextrose in Cakes and Cookies," and Clarence Clifford, Kansas City, "Bread Production Problems and Their Solution."

—BREAD IS THE STAFF OF LIFE—

### CALIFORNIA ALLIEDS SET 1953 FORUM DATES

LOS ANGELES — Meeting and transacting business with the public is becoming more and more difficult as the tensions and pressures of everyday life multiply, Kent Moore, professor of salesmanship at the University of Southern California and a business man with extensive oil interests, said at the May meeting of the Allied Trades of the Baking Industry of Southern California.

The fifth annual Bakers' Forum was set for April 28-29, 1953 in the Huntington Hotel, Pasadena.

Phil Seitz, secretary, spoke on the national promotion of July as "Picnic Month" and told of plans for gearing Los Angeles bakery activities into this program. Gordon Merchant, Merck & Co., president, was in charge, with Albert Evans, M. E. Bear & Co., second vice president, in charge of the program.

—BREAD IS THE STAFF OF LIFE—

### NEW YORK RETAIL BAKERS TO HEAR GEORGE N. GRAF

NEW YORK—Keynote speaker at the June 15-18 convention of the New York State Association of Manufacturing Retail Bakers at the Hotel Statler will be George N. Graf, general manager and director of merchandising, Quality Bakers of America Cooperative, Inc., well known for his keen analyses of conditions.

Panel discussions on sales and sales building, on freezing bakery products and on labor and labor problems will be other daily features.

All exhibit space has been rented and only one business session will be held each day to allow ample time to study new ingredients, materials and equipment on display.

The Queens Master Bakers Assn. and the Associated Retail Bakers of Queens, who are the hosts, have planned social activities that guarantee a successful convention, the groups say.

—BREAD IS THE STAFF OF LIFE—

### BORDEN EXPANDS FACILITIES

NEW YORK—The flavor department of the Borden Co. has moved to a new site in Brooklyn which gives 100,000 sq. ft. of floor space and includes additional laboratory facilities for work on vitamin concentrates, on control and development and on detergents. This department, established 20 years ago, is set up as a service unit, manufacturing more than 120 items for various Borden operations.

—BREAD IS THE STAFF OF LIFE—

### PENNSYLVANIA BAKERS SET FOR SOCIAL OUTING

WERNERSVILLE, PA.—The mid-year convention of the Pennsylvania Bakers Assn. scheduled for Galen Hall June 7-9 offers three days of enjoyment and relaxation with "just enough business to give the hard-working baker and allied tradesman an excuse for going."

The annual golf tournament for the president's trophies will be held on Sunday, a trap shoot at the nearby Lebanon Valley Gun & Rod Club range is offered Saturday and for

### BAKERS PROGRAM TO BE ON VOICE OF AMERICA

CHICAGO—The U.S. Department of State has requested permission to broadcast the Bakers of America Program, Hollywood Star Playhouse, on the overseas radio Voice of America. Beginning in the near future, the baker program will be heard by armed forces overseas and by residents of occupied countries. Permission has been granted both by the Bakers of America Program and by the stars appearing on the show. Last year the State Department requested use of the motion picture of the baking industry "Food of the World," which was made by Spaulding Bakeries and distributed by the Bakers of America Program. The film was used for six weeks in European countries.

those who stay near the hotel, shuffleboard, the swimming pool and just loafing under the pines will appeal. Probably also under the head of strenuous activities is the old fashioned square dance on Saturday night. Dancing and card parties for the ladies and other entertainment will climax in the banquet Monday night when the prizes will be presented.

The breakfast business session, starting at 8:30 a.m. Monday, will include a review of ceiling price regulations, what is ahead on wage stabilization and an analysis of the bread standards.

—BREAD IS THE STAFF OF LIFE—

### JAY COUGHEY TRANSFERRED BY NATIONAL YEAST CORP.

CHICAGO—Jay Coughey, for the last two and one half years Chicago district manager for the National Yeast Corp., is being transferred to Pittsburgh, where he will act in the same capacity. His territory will be larger than his former one, and will include the Pittsburgh and Cleveland areas. Mr. Coughey is being succeeded here by Carl Barthel.

—BREAD IS THE STAFF OF LIFE—

### METROPOLITAN GROUP PLANS AUG. 12 OUTING

NEW YORK — The Metropolitan Bakery Production Club, Inc., will hold its annual summer outing at the Country Club of New Jersey, Riverdale, N.J., Aug. 12, George W. Jenner of Robert P. Ford, New York, chairman of the entertainment committee, has announced.

The outing, one of the most popular in this area, will feature golf, baseball, swimming and other recreational events.

—BREAD IS THE STAFF OF LIFE—

### NAMES AD AGENCY

CHICAGO—Advertising of Vernon C. Usher, Inc., Des Plaines, Ill., manufacturer of baking ingredients, has been assigned to Pilgrim Advertising, Inc., Chicago advertising agency. Jack Adajian will be on the account.

—BREAD IS THE STAFF OF LIFE—

### HENRY SPANG, CLEVELAND BAKERY OFFICIAL, DIES

CLEVELAND—Henry Spang, secretary-treasurer of the J. Spang Baking Co. here, died recently at the age of 67. For nearly half a century he had been identified with the bakery, which was started 60 years ago by his father and mother. Mr. Spang started work in the bakery when a young man and served as secretary-treasurer of the firm for 30 years.

### Let's Play Golf ...

June 12—New York Bakers Club, Inc., golf day at Sleepy Hollow Country Club, Scarborough-on-Hudson, N.Y.; Frank A. Lyon, Hotel Shelton, New York 17.

June 17—Bakers Club of Chicago golf tournament, Elmhurst Country Club, Elmhurst, Ill.; sec., Louise K. Buell, 112 W. Randolph St., Chicago 1, Ill.

July 8—New York Bakers Club, Inc., golf day at Hackensack Golf Club, Oradell, N.J.; Frank A. Lyon, Hotel Shelton, New York 17.

Aug. 5—Associated Bakers of Minnesota and Minnesota Allied Trades of the Baking Industry, annual baker-allied golf and play-day, Golden Valley Country Club, Minneapolis; J. M. Long, 623 14th Ave. S.E., Minneapolis 14.

Aug. 5—New York Bakers Club, Inc., golf day at Winged Foot Golf Club, Mamaroneck, N.Y.; Frank A. Lyon, Hotel Shelton, New York 17.

Aug. 12—Metropolitan Bakery Production Club, golf day and summer outing; Country Club of New Jersey, Rivervale, N.J.

Aug. 19—Bakers Club of Chicago golf tournament; Elmhurst Country Club, Elmhurst, Ill.; sec., Louise K. Buell, 112 W. Randolph St., Chicago 1, Ill.

Sept. 12-14—Philadelphia Bakers Club fall meeting, Galen Hall, Wernersville, Pa.; sec., F. M. Hawkins, 232 Chew St., Philadelphia 20. (Golf tournament with New York Bakers Club, Inc.)

Sept. 23—New York Bakers Club, Inc., golf day at Ridgewood (N.J.) Country Club; Frank A. Lyon, Hotel Shelton, New York 17.

Oct. 23—New York Bakers Club, Inc., golf day at North Hills Country Club; Frank A. Lyon, Hotel Shelton, New York 17.

Sept. 17—Illinois Bakers Assn. baker-allied golf outing, Mt. Hawley Country Club, Peoria, Ill.; T. E. Dallas, 412 Eddy Bldg., Bloomington, Ill.

## Curtiss Scott

(Continued from page 10)

market that bread as 'white' bread. But any specialty bread can still be made so long as it is labeled plainly to indicate the kind of bread it is.

"There may be some misunderstanding by consumers in this direction. We feel there is an obligation for every baker to set the record straight by presenting the true facts of the case to the press in his area."

Mr. Scott pointed out that, while the provisions of the Food & Drug standards apply to bread moved in interstate commerce, there are states which adopt FDA regulations for application within the state, either automatically or by action of a designated state official. He suggested bakers check to determine whether their own state laws will include the bread

standard regulations on or near the effective date of the FDA regulations Aug. 13.

"I think every baker must appreciate how much work has been done by other bakers in the preparation of the bread standards," he said.

## Bread Standards

(Continued from page 10)

Hearings on the bread standards began in 1941, but action was postponed in 1943 at the request of the War Food Administrator when it appeared that the standards might interfere with war measures to cope with food shortages. Hearings were resumed in November, 1948, and continued for nine months. Several months were required to study and condense the 17,000 pages of evidence. A proposed order setting standards of identity for six kinds of bread made from wheat flour was issued Aug. 8, 1950. Unsalted bread was included in the proposed standards, but omitted from the final standards because of lack of sufficient evidence to establish its composition.

In addition to the softener question, controversy arose during the hearings regarding the addition to white bread of such ingredients as soy flour, wheat germ and nonfat dry milk solids. It was contended that a bread containing all three of these ingredients should be recognized as "white bread" and its sale permitted under that name. Based on the testimony taken at the hearings, the standards rule in effect that a bread developed by Prof. Clive McCay of Cornell University is a distinct variety differing from ordinary white bread and that confusion of consumers would result if it were sold under a white bread label.

Findings of fact accompanying the final bread order point out that the addition of more than 3% of soy flour to white bread results in changes in composition, appearance and flavor that differentiate such bread from ordinary white bread. The McCay formula bread has never been marketed as ordinary white bread. As a non-standardized variety of bread it may be freely sold under labeling which properly distinguishes it from regular white bread, Mr. Ewing said.

All breads which are not standardized under the new order must conform with the labeling requirements of the Federal Food, Drug and Cosmetic Act, which requires a complete listing of ingredients. Quantity of ingredients is not required to be specified.

Standardized foods, including bread, are not required to bear a complete ingredient statement. In the case of bread, the standards require the labels to reveal the use of certain harmless chemicals added to prevent mold or spoilage, the FDA states.

Despite the fact that the bread standards are being generally observed at present in the industry, the promulgation of these standards will sooner or later affect most bakers. The federal standards, as described above, apply only to breads sold in interstate commerce, in the District of Columbia and in U.S. territories not having a legislative body. In the opinion of industry experts, however, most states will sooner or later adopt the federal standards.

Eight states automatically adopt the federal standards for foods. They are Arizona, Idaho, Indiana, Mary-

land, Michigan, Mississippi, Vermont and Wyoming.

In 35 states specific power is given by law to some state agency to fix food standards. In 22 of these states the standards adopted must conform to the federal standards (some say "insofar as practicable" and others say "unless the federal standard conflicts with a state standard fixed by statute").

With 8 states which automatically adopt the federal standards, and 35 states which permit a state agency to issue food standards, only 5 states have other rules. These five states are Arkansas, Colorado, New Mexico, West Virginia and Wisconsin. Arkansas and Colorado give no specific

authority to fix standards, but do give general power to make rules and regulations (possibly including standards), and in Colorado the state agencies are directed to make their regulations conform insofar as possible with those fixed under the 1906 Federal Act; while in Arkansas the state agency, under an amended law, is directed to make regulations conforming as far as possible with those under the new federal act. West Virginia and Wisconsin give no rule-making power to the state agencies, but Wisconsin fixed standards in its statute. New Mexico has no comprehensive food and drug act.

## WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

## MACHINERY FOR SALE

FOR SALE — TWO TEN-SHELF REEL Ovens, one still standing, the other in storage. Replaced by larger oven. Sandusky Baking Co., 1228 W. Osborne St., Sandusky, Ohio.

## BUSINESS OPPORTUNITIES

ANNOUNCING HOME STUDY COURSE in commercial baking. Practical basic training. Good field for those with aptitude. Nearly depression proof. Send for Free booklet, "Opportunities in the Baking Industry." National Baking School, 835 Diversey Parkway, Dept. 3202, Chicago 14, Ill.

## CELLOPHANE BAGS

We manufacture: plain or printed. Guaranteed quality. Quick delivery. Samples and prices sent upon request. Excelsior Transparent Bag Mfg. Co., 4061 White Plains Ave., Bronx, N. Y. Phone: Olinville 4-5909.

## FOR SALE

1—10" 19 tower Salerno Sandwich Machine Complete 20' conveyor belt. This machine has been used only 30 days—reasonably priced.

1—Sugar Wafer Oven with variable speed drive—19 plates. Size 15x17½.

1—Midget donut machine—complete equipment for manufacturing midget donuts. Namely, cutter, fryer, wire belt cooling conveyor and sugar coating machine. This equipment will produce 3,255 dozen donuts per hour.

For further information on the above contact

**H. B. Gentry**  
Confections, Inc.  
160 N. Loomis Street  
Chicago 7, Ill.

## BAKING HELPS

from The American Baker's  
Reader Service Department

## Baking Publications:

## EXHIBITION GOODS

By L. O. Smith

Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for.

\$4.50

## PIE MARCHES ON

By Monroe Boston Strause

Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some.

\$5.00

## SELLING SENSE FOR THE ROUTE SALESMAN

By Fred DeArmond

A new publication written especially for the route salesman and managers interested in this method of distribution.

\$3.50

## DUTIES OF A BREAD SALES SUPERVISOR

By E. J. Sperry

A valuable textbook for bread sales supervisors, managers and owners. Sections on interviewing prospective salesmen, record keeping, advertising.

Initial copies \$20.00; additional copies \$4.41

## ADVANCED PIPING AND CAKE DESIGN

By "Nirvana"

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design.

\$4.50

## SWISS BAKERY AND CONFECTIONERY

By Walter Bachman

The English translation of a Swiss book of formulas for making all kinds of "Continental" cakes and pastries. Covers every stage from raw materials to the finished article.

\$9.00

## THE COMPLETE PATISSIER

By E. J. Kollist

Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery.

\$10.00

## Service Publications of The American Baker:

## THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its third printing. An invaluable aid in solving production problems almost as rapidly as they occur.

\$1.00

## THE BAKESHOP FORMULA BOOK—CAKES AND PASTRIES

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his product's quality.

\$1.00

## ORDER FROM

Reader Service Department  
The American Baker  
118 South Sixth Street  
Minneapolis 2, Minnesota

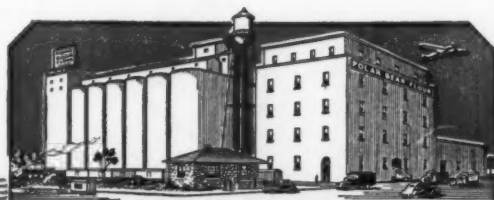




## FLOUR IS KING

POLAR BEAR quality is not something that varies with the season or with the price. It is the same steadfast top baking value year after year. When you purchase POLAR BEAR, you buy, not "flour" but "good baking."

Founded by  
Andrew J. Hunt  
1899



Ralph C. Sowden  
President

*The* NEW ERA MILLING COMPANY  
ARKANSAS CITY, KANSAS

# 3 BAKER FLOURS



that give

*loaves of bread that  
are easy to sell!*

**TEA TABLE**

**OVENSPRING**

**BIG VALUE**

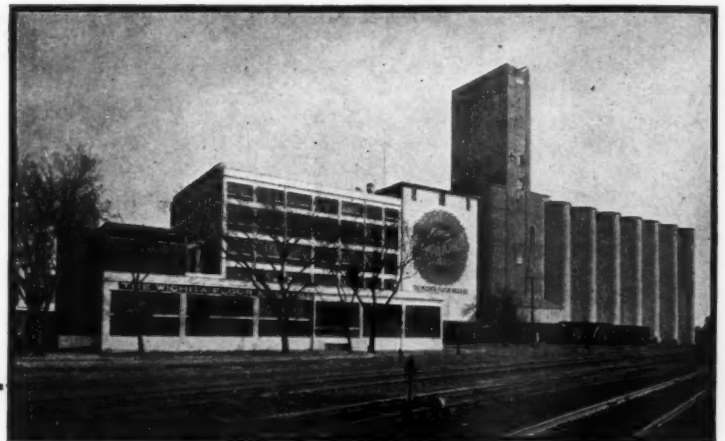
**THE WEBER FLOUR MILLS CO.**  
SALINA, KANSAS

**T**HERE is no substitute for dependability, uniformity and integrity of product. Our business is built on that foundation and so is the business of any progressive baker. That's why **SUNNY KANSAS** and **KANSAS EXPANSION** are flours that are so helpful in building a better bread business.

*Brands of Distinctive Quality*

**SUNNY KANSAS**

**KANSAS EXPANSION**



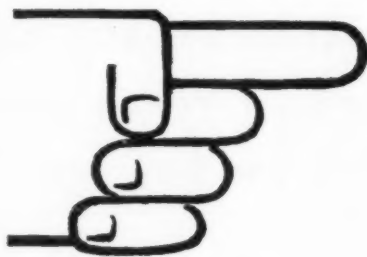
**5,000 CWTs. CAPACITY • 1,000,000 BUS. STORAGE**

*The* **WICHITA** Flour Mills Co.

**WICHITA, KANSAS**

## QUALITY EXTRAS FOR FINE BREAD

**KANSAS PYRAMID**, a special medium patent flour, has the extra quality characteristics that set it apart from the ordinary bakery flour. It is easy to make a better loaf with **KANSAS PYRAMID** . . . thanks to the care with which we produce it. The superior baking performance of this famous brand is based on premium wheat selection and good milling technique . . . plus a high quality standard that has guided this company for many years.



**Kansas**

**PYRAMID  
FLOUR**

**THE WILLIS NORTON COMPANY, Wichita, Kansas**  
*Quality Millers Since 1879*





## *A Tradition of Quality Upheld Since 1776*

Drum, fife and bugle—symbol of early American adherence to high principles and indomitable will.

The Shellabarger crest seal has also become a symbol throughout the baking industry of high principles in flour milling. At Shellabarger, there can be no compromise with quality, no relaxing of rigid specifications that assure you of outstanding bakery performance.

The Shellabarger tradition of quality, upheld since 1776, is jealously guarded to give you a flour upon which you may depend for unfailing quality results.

---

**PEACOCK**

---



---

**BIG "S"**

---



---

**GOLDEN BELT**

---



---

**PANCRUST**

---



---

**WONDERSACK**

---



---

**DOUGHBUSTER**

---

# **SHELLABARGER'S, Inc.**

SALINA, KANSAS

*Four  
separate milling units  
at the same location*

4

...to serve  
bakers with

- 1 SPRING AND HARD  
WINTER WHEAT FLOURS
- 2 SOFT WHEAT FLOUR FOR  
CAKES, COOKIES, CRACKERS
- 3 RYE FLOURS
- 4 WHOLE WHEAT FLOURS



FROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

**B. A. ECKHART MILLING CO.**

CHICAGO, ILLINOIS

Sales representation in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, STAUNTON—VIRGINIA, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, GENEVA—NEW YORK, HARRISBURG—PA., PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, FORT WAYNE—INDIANA, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, MOBILE—ALABAMA, NEW ORLEANS





*Flour Milled from \*Nebraska Wheat  
Consistently Makes*

## **GOOD BREAD**

The uniform superior baking qualities of flour milled from Nebraska grown wheat are being proved daily by users of

## **GOOCH'S BEST FLOUR**

**GOMEC—AKSARBEN**

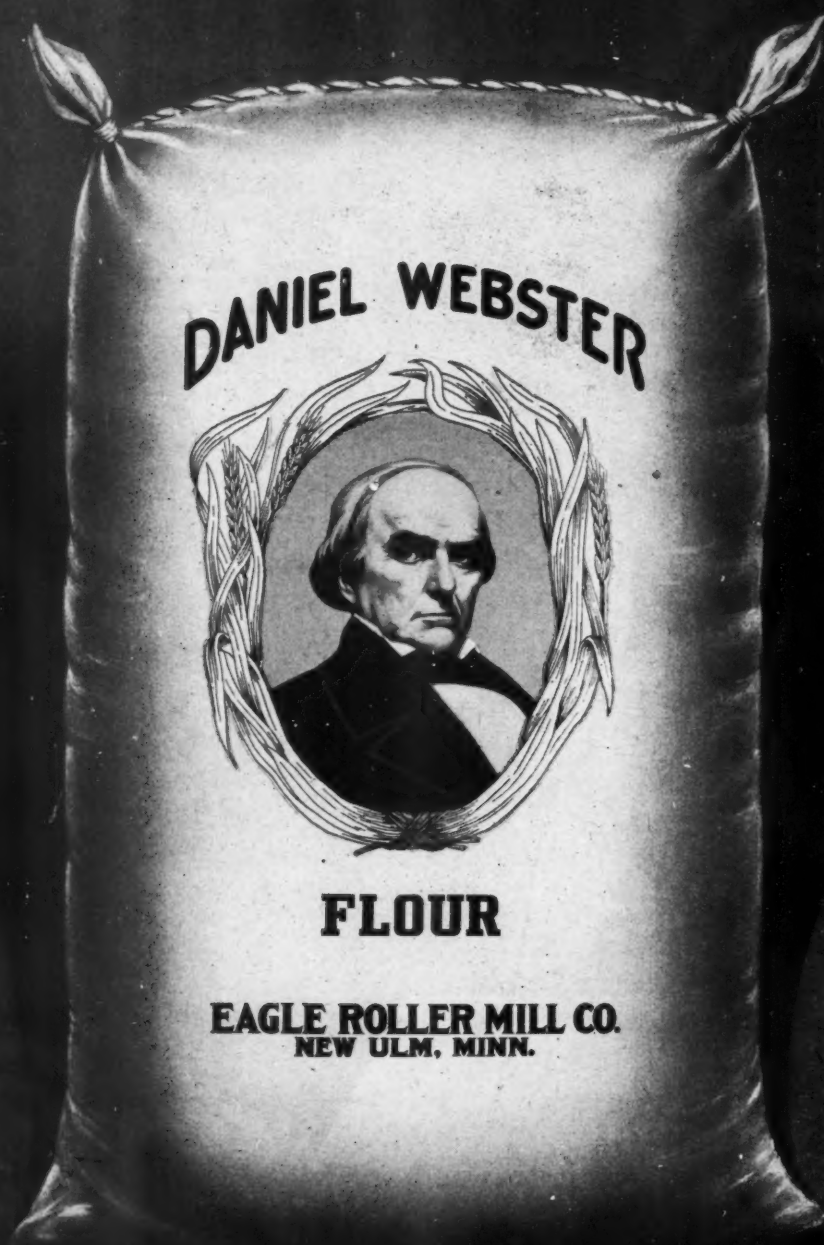
*"Identical Performance Flours That Need No Blending"*

**GOOCH MILLING & ELEVATOR CO.**  
**LINCOLN, NEBRASKA**

*Daily Capacity 5,000 Cwts.*

*Elevator Space 2,100,000 Bus.*

**\*98%**  
of Nebraska's 1951 wheat crop of 60 million bushels is of varieties that are approved by the Nebraska Grain Improvement Association and rate "good" to "excellent" in milling and baking characteristics.



*Milled with infinite care and skill  
from premium wheat. Outstanding among  
the country's finest flours.*



**Eagle ROLLER MILL COMPANY**

*Since 1856*

**NEW ULM, MINNESOTA**

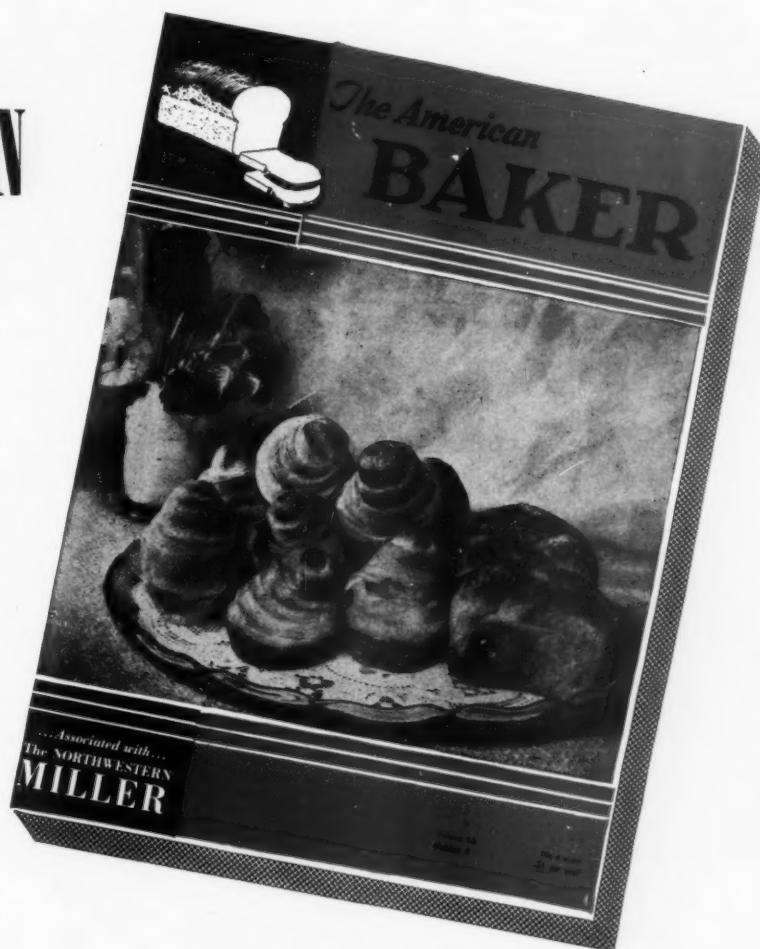


# HELPS YOUR SALESMEN MAKE THEIR CALLS

THE AMERICAN BAKER, published monthly, blankets the top 20% of the baking industry which buys 80% of the equipment, ingredients and supplies. Its circulation provides monthly personal sales calls in the 3¾ billion dollar baking industry, and furnishes contact with the people who directly or indirectly control the buying.

With its selective paid circulation THE AMERICAN BAKER concentrates on the large retail bakers and wholesalers, covering 80% of the baking industry buying power. It contains a wealth of special news columns and informative articles *which arouse interest in your product or service.*

Continued preference for THE AMERICAN BAKER is evidenced by a 79.4% renewal subscription rate. These features provide advertisers consistently strong readership *and help create preference for your product.* Here's a ready-made audience of buying power receptive to your advertising message.



## These Features Insure Reader Interest:

**Flour Market Review** — written by trained market analysts, gives vital information for flour purchases, nerve center for bakery profits. **Washington News** — The American Baker maintains its own Washington Bureau interpreting the latest news from the Capital. **Tested Formulas** — its technical editor brings expert advice on the baker's problems. **News Spotlight** — monthly baking news in a brief one-package presentation. **Successful Selling** — and other merchandising articles promote profitable selling methods. Tell the Baker YOUR Facts Where He Gets HIS Trade Facts.

### THE MILLER PUBLISHING CO.

*The Businesspaper Family Serving  
the Related Fields of*

**Flour, Feed, Grain and Baking**

THE NORTHWESTERN MILLER • FEEDSTUFFS  
THE AMERICAN BAKER • MILLING PRODUCTION

## The American Baker

118 SOUTH SIXTH STREET, MINNEAPOLIS 2, MINN.

NEW YORK

CHICAGO

KANSAS CITY

TORONTO

## PITTSBURGH BAKERS HONOR EX-PRESIDENTS

PITTSBURGH — Eighteen past presidents of the Retail Master Bakers Association of Western Pennsylvania were honored recently at a dinner and dance. Raymond Bezile, Winter Bakery, was toastmaster and William Henderson, Henderson Bakery, was general chairman.

Past presidents honored included the first president, George Burkarth, Burkarth Bakery, who served from the founding in 1919 to 1924, and was succeeded by Herman Schelot, Schelot Bakery; Gustave Wilde, Wilde Bakery; Louis Duddt, Duddt's South Hills Premier Bakery; Robert Shearer, Shearer Bakery; Herman Knell, Knell Bakery; Peter Kunst, Kunst Bakery; Robert Kleindinst, Kleindinst Bakery; Wendell Fleckenstein, Potomac Bakery; B. K. Hyland, Zotter Bakery; Paul M. Baker, Jenny Lee Bake Shops; James McNally, McNally Bakery; A. Planitzer, Planitzer Bakery; John Knaus, Knaus Bakery; G. Maseizik, Maseizik Bakery, and Conrad Schoemer, Schoemer Bakery, Beaver Falls.

The last five past presidents were presented with electric clocks, inscribed with their names and years of service by the present association president, Ernest Gysegem, Quality Bakery. Their wives received corsages.

—BREAD IS THE STAFF OF LIFE—

## SCHE-ROSE CORP. PLANS EXPANSION

DALLAS—The Sche-Rose Corp. is planning on utilizing the entire three-story building at 2500 S. Ervay St. here. The company, producer of a fungal enzyme supplement for bread, has been sharing the building with another firm for three years.

Lewis P. MacAdams is president of the firm, which employs 18 persons. Other officers are Mrs. Lewis MacAdams, vice president, and Lee Seldon, general manager and treasurer. Edwin A. Vaupel is technical director.

—BREAD IS THE STAFF OF LIFE—

## W. L. COBB NAMED

SHELBY, N.C.—W. L. Cobb, Columbia, S.C., has been elected president of the Western Carolina Retail Bakers Assn. K. G. Patterson, Asheville, is vice president, Lewis M. Cox, Columbia, secretary-treasurer, and Knox Caton, chairman of the board.

# INDEX OF ADVERTISERS

Ablene Flour Mills Co.	49	Globe Cereal Mills	51	Norton, Willis, Co.	66
Acme-Evans Co.	51	Globe Milling Co.	44	Novadel-Agens Corp.	Cover 3
Acme Flour Mills Co.	40	Gooch Milling & Elevator Co.	69	Oklahoma Flour Mills	49
Amendt Milling Co.	59	Green's Milling Co.	54	Page, Thomas, Milling Co.	39
American Flours, Inc.	6	Greenbank, H. J., & Co.	72	Panplus Company	39
American Molasses Co.	46	Habel, Armbruster & Larsen Co.	72	Peck Bros.	79
Ames Harris Neville Co.	51	Hammond Bag & Paper Co.	2	Penn. William Flour Co.	54
Anheuser-Busch, Inc.	36	Harvest Queen Mill & Elevator Co.	2	Pie-Pak Co., Inc.	1
Arnold Milling Co.	18	Heide, Henry, Inc.	43	Pillsbury Mills, Inc.	56
Atkinson Milling Co.	53	Hoffmann-La Roche, Inc.	38	Preston-Shaffer Milling Co.	55
Baker Perkins, Inc.	40	Hubbard Milling Co.	56	Quaker Oats Co.	45
Bay State Milling Co.	49	Hunter Milling Co.	51	Red Star Yeast & Products Co.	58
Beardstown Mills	4	Imba, J. F., Mfg. Co.	7	Red Wing Milling Co.	61
Bemis Bro. Bag Co.	44	International Milling Co.	54	Reilly, John F.	58
Blair Milling Co.	44	Ismert-Hincke Milling Co.	54	Riegel Paper Corp.	54
Blake, J. H.	44	Jaeger, Frank, Milling Co.	51	Robinson Milling Co.	40
Blodgett, Frank H., Inc.	48	Jennison, W. J., Co.	40	Rodney Milling Co.	44
Brey & Sharpless	51	Jewell, L. R., & Son	72	Russell-Miller Milling Co.	44
Brolite Co.	54	Johnson-Herbert & Co.	44	Russell Milling Co.	44
Brown's Hungarian Corp.	34	Kansas Flour Mills Company	59	Sands, Taylor & Wood Co.	72
Buhler Mill & Elevator Co.	18	Kansas Milling Co.	72	Schneider, W. H., Co.	49
Bush, Leon	51	Kelly-Erickson Co.	5	Schultz, Baujan & Co.	67
Cahokia Flour Co.	29	Kelly, William, Milling Co.	18	Shellabarger Mills	56
Centennial Flouring Mills Co.	59	Kent, Percy, Bag Co., Inc.	33	Sheridan Flouring Mills, Inc.	47
Chase Bag Co.	72	King Midas Flour Mills	51	Short, J. R., Milling Co.	44
Chickasha Milling Co.	25	King Milling Co.	59	Smith, J. Allen, & Co., Inc.	72
Coleman, David, Inc.	8	Kiwi Coders Corp.	72	Spindler, L. G.	49
Colorado Milling & Elevator Co.	51	Knighton, Samuel, & Sons, Inc.	72	Springfield Milling Corp.	22, 23
Commander-Larabee Milling Co.	51	Koerner, John E., & Co.	72	Standard Brands, Inc.	49
Consolidated Flour Mills Co.	18	La Grange Mills	19	Standard Milling Co.	41
Crete Mills, The	55	Lever Brothers Co.	44	Star of the West Milling Co.	51
Crookston Milling Co.	49	Lexington Mill & Elevator Co.	59	Sterwin Chemicals, Inc.	59
Dairymen's League Coop. Assn., Inc.	72	Lyon & Greenleaf Co., Inc.	34	Stock, F. W., & Sons, Inc.	34
De Lissar, Andrew	72	Lysle, J. C., Milling Co.	49	Strisk, S. R., Co.	72
De Stefano, Ulysses	56	Meining, H. C., & Co.	49	Sugar Information, Inc.	32
Dixie-Portland Flour Co.	49	Mennel Milling Co.	44	Tennant & Hoyt Co.	40
Doughnut Corporation of America	38	Mente & Co., Inc.	17	Textile Bag Manufacturers Assn.	72
Douglas Chemical & Supply Co., Inc.	72	Merck & Co., Inc.	18	Thompson Flour Products, Inc.	46
Duluth Universal Milling Co.	70	Midland Flour Milling Co.	59	Tri State Milling Co.	35
Duncan, Wm. C., & Co., Inc.	68	Miner-Hillard Milling Co.	3	Union Bag & Paper Corp.	51
Dunwoody Industrial Institute	49	Mitchell, E. P., Co.	54	Urban, George, Milling Co.	2
Eagle Roller Mill Co.	51	Montana Flour Mills Co.	72	Valler & Spies Milling Co.	50
Eckhart, B. A., Milling Co.	49	Montgomery Co.	44	Voigt Milling Co.	3
Evans Milling Co.	51	Moore-Lowry Flour Mills Co.	72	Wallace & Tiernan Co., Inc.	Cover 3
Fisher-Falgatter Milling Co.	49	Morris, Cliff H., & Co.	44	Wall-Rogalsky Milling Co.	58
Fisher Flouring Mills Co.	2	Morrison Milling Co.	59	Walnut Creek Milling Co.	49
Flour Mills of America	54	Morten Milling Co.	72	Wamego Milling Co.	64
Fl. Morgan Mills	51	Myers, J. Ross, & Son	59	Watson Higgins Milling Co.	18
Franco, Francis M.	44	National Yeast Corp.	44	Weber Flour Mills Co.	72
Fulton Bag & Cotton Mills	51	Nebraska Consolidated Mills Co.	65	Western Star Mill Co.	59
Gallatin Valley Milling Co.	51	Nehemkis, Peter R., Sr.	51	White & Co.	66
Garland Mills, Inc.	51	New Century Co.	51	Whitewater Flour Mills Co.	66
General Mills Inc.	Cover 4	New Era Milling Co.	51	Wichita Flour Mills Co.	50
		Noblesville Milling Co.	51	Williams Bros. Co.	72
				Williams, Cohen E., & Sons	72

## HABEL, ARMBRUSTER & LARSEN CO.

All **FLOUR** Grades  
410-420 N. Western Ave., CHICAGO, ILL.

## JOHN E. KOERNER & CO.

DOMESTIC EXPORT  
**FLOUR**  
P. O. Box 646 781 LaSalle St.  
NEW ORLEANS, U. S. A.

## COHEN E. WILLIAMS & SONS

Nashville, Tenn.  
**FLOUR BROKERS**  
PHONE L. D. 81 CABLE ADDRESS: COWIL

## W. H. SCHNEIDER Company

Board of Trade Bldg. • Grand 7751  
KANSAS CITY, MO.

## KELLY-ERICKSON CO. INC.

**Flour Brokers**  
OMAHA, NEB.  
New York San Francisco

## WHITE & COMPANY

"The Flour People"  
313 Chamber of Commerce Bldg.  
Baltimore 2, Md.

## Johnson-Herbert & Co.

**FLOUR**  
520 No. Michigan Ave., Chicago 2, Ill.

## S. R. STRISIK CO.

**Flour Mill Agents**  
Produce Exchange NEW YORK

## WM. C. DUNCAN & CO., Inc.

Domestic and Export  
**Flour and Cereal Products**  
280 Madison Ave. New York

## H. J. GREENBANK & COMPANY

**FLOUR**  
PRODUCE EXCHANGE NEW YORK, N. Y.

## WILLIAM PENN FLOUR CO.

FOREIGN **FLOUR** DOMESTIC  
31st and Chestnut Streets  
PHILADELPHIA 4, PA.

## THOMPSON FLOUR PRODUCTS, INC. FLOUR

Produce Exchange Building  
New York City

## ULYSSES DeSTEFANO

Mill Agent  
**FLOUR AND SEMOLINA**  
Correspondence Solicited  
447-449 Produce Exchange New York, N. Y.

## J. ROSS MYERS & SON

**FLOUR**  
Shortening  
224 N. Holliday St. Baltimore, Md.

## KNIGHTON FOR FLOUR

NEW YORK BOSTON  
PHILADELPHIA

## L.G. SPINDLER QUALITY FLOUR

Produce Exchange New York

## Andrew De Lissar

DOMESTIC **FLOUR** EXPORT  
475 Fifth Ave. New York, N. Y.

## Quality Flour for Every Need Cliff H. Morris & Co.

25 Beaver Street NEW YORK

## FLOUR

Broker and Merchandiser  
DAVID COLEMAN, Incorporated  
Members N. Y. Produce Exchange  
Produce Ex. - NEW YORK  
New England Office: 211 Bryant St., Malden, Mass.





Just as the skilled hands of experienced Towermen guide and keep railroad operations smooth and trouble-free, so will the highly trained N-A Servicemen help keep your day-to-day flour treatment program running smoothly. In addition, they are always available to spot and quickly correct potential sources of trouble.

The N-A Flour Service Division, with more than a quarter-century of experience plus time-tested Dyox

for maturing, Novadelox for color, and N-Richment-A for enrichment is ready to work with you or your consultants.

Call on your nearest N-A Representative today! He'll be glad to show you how N-A's Flour Service Division with its laboratories and staff can be your "Towerman" for smooth-running, trouble-free flour processing. There's no obligation.

"Novadelox" and "N-Richment-A" Reg. U.S. Pat. Off.

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR  
**NOVADEL-AGENE**

BELLEVILLE 9, NEW JERSEY

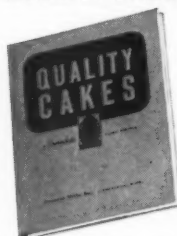


DYOX  
for flour maturing

NOVADELOX  
for a whiter, brighter flour

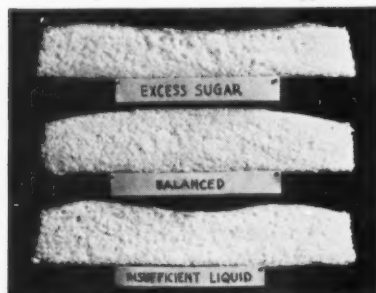
N-Richment-A  
for uniform enrichment

## How to Bake a BETTER CAKE



*Consistent cake quality* can be yours with baking tips given in General Mills "Quality Cakes" book. This pocket size, 230-page handbook discusses cake ingredients, to help you construct and balance cake formulas. It gives

a table for figuring cake costs, to help you guard against pricing cakes too low for adequate profits. Also has a calendar of important dates, with featured cake suggestions.



*Common cake faults* are discussed and pictured in "Quality Cakes," with solutions for common problems. These faults are classified under three headings—external appearance, internal structure and eating quality. Twenty-two helpful illustrations demonstrate frequent faults, for easier analysis of your own problems.

Mixing processes are explained for the three general types of cake formulas—batter-type, foam-type and combinations of the two.



*More than 50* different cake formulas are also contained in "Quality Cakes." Formulas for white and yellow cakes, foam cakes and dark and specialty cakes. In addition, there are formulas for 40 icings, toppings and fillings. This section also includes a scale of approximate weight of icings to fill and enrobe cakes. It's full of profitable tips on types of ingredients to use for better stability and taste in icings.

### ANOTHER PROFITABLE TIP

Quality Cake formulas plus quality cake flour equal **SALES**. Softasilk is the quality cake flour bakers and consumers recognize from coast to coast. USE Softasilk!

The "Quality Cakes" Book is one of many General Mills formula services for bakers. See your General Mills salesman.

## DEPENDABLE for CAKE BAKING



## DEPENDABLE for GENERAL BAKING



## DEPENDABLE for WHOLE WHEAT BREADS



## DEPENDABLE for RYE BREADS

For uniform quality that means good results every single time you bake... depend upon these great General Mills flours! *Every sack backed by bake-testing.*

**YOUR GENERAL MILLS SALESMAN  
DELIVERS BAKING RESULTS...**





